

# PRINTERS' INK

*Registered U. S. Patent Office*  
**A JOURNAL FOR ADVERTISERS**  
185 Madison Avenue, New York City

VOL. CXXII, No. 10

NEW YORK, MARCH 8, 1923

10c A COPY



B. A. I. S. 1922 with  
N. W. Ayer & Son



## Looks like a million—

**I**T is said that a famous financier saved his organization fifty thousand dollars a year by using one drop less solder in the making of one product.

But what are the possibilities—the economic possibilities of a product that will save every one of the army of Ford owners 20% of his gasoline bill?

After a good many years of effort, experiment and study, the Verto Products Company, of Pawtucket, R. I., has perfected such a device. They have done their work so well and have so much confidence in their product that they put behind it a "results or money back guarantee."

After the experimental stage was passed and the Verto Products Company was ready to market their wonderful little device, the advertising of the Verto for Ford Carburetors was entrusted to N. W. Ayer & Son.

The time to find out how to save the drops of solder is at the beginning of a product's life. Advertising Headquarters welcomes clients who desire to start on an intelligent and modest basis.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



# How would **YOU**— Spend a Bonus of 25%?

**A**S a normal human being, you would probably spend it on a better home, a new radio set, a new car; in short, you would *live* just a little better.

**NOW**—the total farm income is more than 15 billion dollars—approximately a 25% increase over 1921, added to the income of the 6,500,000 farm families.

They are everyday people, craving the same good things in life that you do.

Will part of that \$15,000,000,000.00 go to increase the volume of your business?

It will if you sell farm families through the papers they *read*.

## The Standard Farm Papers

ARE read *thoroughly* in over two million rural homes, where the quality idea prevails

**The Wisconsin Agriculturist**  
Established 1877

**Prairie Farmer, Chicago**  
Established 1841

**The Breeder's Gazette**  
Established 1881

**Hoard's Dairyman**  
Established 1870

**Progressive Farmer**  
Established 1886  
Birmingham, Raleigh,  
Memphis, Dallas

**Pacific Rural Press**  
Established 1870

**The Farmer, St. Paul**  
Established 1882

**The American Agriculturist**  
Established 1842

**The Farmer's Wife**  
Established 1900

**The Nebraska Farmer**  
Established 1859

**Wallaces' Farmer**  
Established 1895

**Western Representatives:**  
STANDARD FARM PAPERS, INC.  
Wallace C. Richardson, Mgr.  
1100 Transportation Bldg.  
Chicago



**Eastern Representatives:**  
WALLACE C. RICHARDSON, Inc.  
95 Madison Ave.  
New York City

All Standard Farm Papers are members of the Audit Bureau of Circulations



# PRINTERS' INK

Registered U. S. Patent Office

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NEW YORK, MARCH 8, 1923

No. 10

## Bootlegger Druggists Take Toll of Advertising

Jobbers and Retailers, Established to Sell Whisky, Cut under Legitimate Concerns on Branded Lines

By James True

WHILE the history of the legal wholesaling of liquor under prohibition is brief, it contains a number of spectacular incidents and illustrates a condition that is threatening the prosperity of innumerable retailers, jobbers and manufacturers. Always demoralizing, never regarding the accepted practice of merchandising, the whisky traffic is multiplying competition in the retail field, and is tearing down good-will that has been created around hundreds of standard articles.

Because the wholesaling of liquors has been confined to the wholesale druggists, many former saloon and liquor men have gone into the business. They have entered a fully occupied, highly specialized and technical field of which they know nothing, and they have brought with them the demoralizing methods and practices of their original business.

Unfortunately, the life of the liquor jobber's trade is volume. He must have as large a volume as possible on all of the stock he carries, for the quantity of liquor he is allowed to sell depends on his gross business. He has no trouble in selling at a high price all of the whisky and alcohol he can get, so he increases the quantity by swelling his volume of other business through cutting prices to the quick and then inducing retail druggists and others to turn the goods quickly by offer-

ing corresponding low prices to the public.

Of course we shall always have with us the professional price-cutting specialists, in both the retail and wholesale fields; but the evils they have wrought in the past are as but a thorn in the side of merchandising compared with the delirium of slaughtered prices that has prevailed for several months in practically all of the cities of the country. And while gathering facts for this article I was appalled at every step of the investigation by what the condition threatens to do to the profession and the business of advertising.

The secretary of a national association told me that the subject was giving his organization great concern. During the last few months he has collected a large bundle of newspaper clippings to prove that dealers in many cities are not only selling, but advertising the best known goods handled by the members of the association at prices far below normal, and, in many instances, below the cost to manufacture.

One of the officials of a national chain of stores, just returned from a trip through the North and Middle West, told me that competitive stores were cutting the life out of the staples and best selling brands his company sold. "Formerly," he said, "when a competitor started anything of the kind we gave him all he wanted

of it, and he was soon glad to quit. But now, price-cutting is so general that we cannot begin to meet the prices of independent drug stores without losing money. In Kansas City, Dayton, Akron and Indianapolis conditions could not be worse, and they're not much better in St. Louis, Cincinnati, Milwaukee, Chicago and a number of other cities that I visited."

THE MAJORITY OF ARTICLES CUT  
ARE ADVERTISED GOODS

The significant fact in connection with the statements of these men is that, in every instance, the goods on which the prices are being cut are popular goods, articles that have been and are being widely advertised. And they are the goods that whisky jobbers find easiest to sell.

New York City is not supposed to be so badly affected; but during a stroll of three hours I found, offered in the windows of drug stores, more than a hundred well-known articles priced below the usual jobbers' price to the retailer.

Among the very few exceptions were Colgate's goods. I did not find them offered anywhere at cut prices, and I paid full price for a tube of Colgate's Shaving Cream in a new store that seemed to be cutting everything else.

Now, many of these price-cutting druggists are not losing any money on most of the goods they are slaughtering. They buy them at the usual discount, with ten and five and two per cent extra. In other words, they get them at the manufacturers' price to the jobber, and certain jobbers can afford to sell them at cost for they are making their money on whisky.

In 1920, a ruling of the Attorney-General restricted the sale of liquors at wholesale to manufacturers and wholesale druggists. Within a few months thereafter more than a thousand wholesale liquor permits were issued in the State of New York, and more than 4,000 in the entire country. The liquor dealers bought a few drugs, changed the sign which hung above their doors, and be-

came wholesale druggists overnight.

Almost every association of druggists, wholesale and retail, protested this ruling, and in February, 1921, another ruling confined the wholesaling to the druggists and required holders of permits to carry at least \$25,000 worth of stock to qualify as wholesale druggists. This, of course, put a great many out of business, and the activities of Prohibition Directors in prosecuting infringements of the law have further reduced the number of liquor dealers who pose as wholesale druggists. However, those who were sufficiently financed to remain in business began to realize that they must actually sell drugs because of their investments.

Today, only about forty-five permits to sell liquors and alcohol at wholesale are in force in New York. About fifteen of these are held by concerns that have gone into business since prohibition, and some of these are supposed to be in business solely for the profits on liquors.

In other States, where retail druggists are allowed to dispense liquors, the number of new wholesale druggists is about proportionate to the population. In the States where liquor is banned for medicinal purposes their number is negligible. In Texas, for instance, only one wholesaler has entered the business since prohibition.

Most of the officers and owners of the new concerns in States which recognize liquors as medicine were engaged in the liquor traffic before prohibition. Few of them know anything about the drug business, its ethics, ideals or traditions. And their principal menace to merchandising is due to a further amendment to the prohibition regulations made in 1921, which reads:

A wholesale druggist shall be permitted to procure or withdraw potable liquor, not including high-proof alcohol, to an amount equal to 10 per cent (measured in dollars and cents) of his bona fide drug business sales during his past year. He shall not be permitted to acquire additional amounts of potable liquor during the succeeding twelve months' period unless he shall show to the satisfaction of the Commissioner that such



NEW YORK CLEVELAND SAN FRANCISCO TORONTO

excess quantity is required for the legitimate needs of his business.

This allowance of ten per cent is more than adequate, for the Committee on Legislation of the National Wholesale Druggists' Association reported last October that its records show that the average sales of wholesale druggists who handle potable liquors constitute considerably less than five per cent of their annual turnover of drug merchandise, and that some of the largest concerns in the country, whose distribution covers extensive territory, had been operating for more than a year on a two per cent basis.

Soon after this ten per cent ruling, the whisky drug jobber began an effort to build up as large a volume as possible, in order to increase his whisky and alcohol allowances. He is allowed alcohol for the manufacture of tinctures, elixirs and the like. His "bona fide drug business" includes cigarettes, cigars and all of the articles usually sold in drug stores. And he has selected the best advertised of these, offering them to the dealer at cut prices in order to build up a large volume quickly.

Every retail druggist's stock consists largely of proprietary articles, and while there are about 50,000 of these on the market, more than fifty per cent of the retail proprietary business is done on 250 items. These are the whisky jobber's best bait. They are well established, widely advertised, and sell readily at reduced prices.

Of course, the whisky jobber encourages the retail druggists to pass the price cuts along to the public. If the retailer desires to specialize on whisky, he may, by proving that his general business is greater than the average, apply to the Prohibition Director at Washington and have his allowance of 100 gallons per quarter increased. Hence it is to his interests, also, to cut prices to the quick.

At a meeting of the Retail Druggists' Association of Kansas City last December, it was divulged that three stores were

allowed 300 gallons each per quarter, and several others an increase over the usual allowance of liquors. Two stores, operated under the same management, required all of the prescriptions issued to forty-eight physicians to absorb their liquor allowance. The same condition exists in New York and all of the other cities where State laws consider liquor a medicine.

#### NUMBER OF DRUG STORES INCREASES ENORMOUSLY

The increase in the number of drug stores since prohibition is also significant. In 1919 there were approximately 300 drug stores within the city limits of Kansas City. There are now more than 400, and many of the new stores, as in the other cities, are owned by former saloon keepers and liquor dealers.

Just before the war, in the opinion of several merchandising men of long experience, there were too many drug stores in most sections of the country, although their rate of increase had been very slow for some years. During the war the number of drug stores in the country actually decreased. But in the State of New York alone there were, last year, 690 more drug stores than there were in 1920. The increase now runs well above 700, with more than half of them located in New York City. Many of these stores are not only owned by former liquor dealers, but a number are located in buildings which formerly housed saloons.

The majority of these new stores are undoubtedly doing a large illicit liquor business. Prohibition agents have brought as many as thirty charges a day against them, and, in numerous instances, following raids, they have been found to have redistilled denatured alcohol in stock.

However, the legal sale of liquor is profitable to the ex-saloon keeper who employs a registered pharmacist and poses as a druggist. He may sell 800 pints a quarter on physicians' prescriptions at a gross profit of \$1.50 a

(Continued on page 177)

Brooklyn is in Kings County.

Kings County casts the largest Republican vote of any county in New York State.

The Standard Union is the Republican newspaper in Kings County.

The largest influence and the largest circulation usually go hand in hand.

R. G. R. Hunsiman

# When Puck Gets Loose in the Copy Department

A Wire Stake That Supports Vining Plants Was a Dud until It Was Christened "Vegetable Crutch" and Advertised in a Humorous Vein

By Edgar C. Newton


THE late Mr. Tut, of Luxor, Egypt, probably registered considerable amazement when he was escorted out of his 3,000-year oblivion into preferred position in all mediums. But his surprise could scarcely have been more profound than that of many a half-buried product that finds itself unexpectedly dragged out of its dusty neglect amid the lusty cheers of acquisitive stockholders.

For the manufacturing world has plenty of such mummified products, useful and meritorious enough in themselves, but never thought of as possible sales prodigies. In fact, hardly thought of at all. Products lacking only the touch of some sales archeologist to elevate them to the gaze of an admiring and purchasing public.

For years the Frost-Superior Fence Co., of Warren, O., one of the older and more conservative manufacturers of wire fence, had made one wire specialty which had ambled along on the side-lines, paying its bills and severely minding its own business. This was a wire stake or stay, ringed at the top, pointed at the bottom, for supporting vining plants, youthful shrubs, trees, etc. Because it was listed in the catalogue it had been bought in fair quantities by nurserymen, florists and truck gardeners. If you had mentioned it to the sales manager, he'd have said, "What? That thing?" And that's about all you'd have got out of him.

One fine spring morning, when the new beans were beginning to blossom—many of them supported by nondescript sticks of wood—it occurred to Mr. Frost that this year again he would have to supply an increasingly alarming number of his personal friends with these wire stakes. They said they used them in their back-lot gar-

dens to prop up the frailer and more ungainly vegetables. Why should they cut up wooden sticks when these wire ones were just the right size—and never wore out? It occurred further to the

Frost-Superior  
**VEGETABLE**  
TRADE MARK  MADE IN U.S.A.  
**CRUTCHES**


**Will sell over every dealer's counter this spring, for the simple reason that they're necessary and there's nothing else like them.**

**Strong metal stakes for garden plants and flowers. 55¢ to 95¢ a dozen. Last a lifetime. No home gardener will pass them up.**

Cash is on this certain demand. Order from your jobber now—the best chance you will get them.

---

We'll send you a free sample—write for it.



**The Frost-Superior Fence Co.**  
Warren, Ohio  
MAKERS OF FROST-SUPERIOR WIRE FENCE

A PERSONALITY FOR THE PRODUCT PLAYED UP IN THE ADVERTISING

philanthropic Mr. Frost that if these friends of his wanted wire stakes so enthusiastically, there were likely to be other gardeners who might even be willing to pay to get them. There the idea began.

A marketing test conducted for one season in a very limited territory proved that the idea was sound. Plans were thereupon laid to go after national distribution through hardware jobbers and dealers to the gardening multitudes. And advertising was, of

# Why not *fact* sales meetings instead of "conventions"?



**A**N executive of this agency is back at his desk after a month's coast-to-coast trip with the President and Sales Manager of a nationally known company.

Sales meetings were held at the principal offices. These were not the familiar "conventions" which inspire the sales force to such private oratory as "The same old gentleman cow!"

These were *fact* meetings. The executives worked from a complete array of hot-from-the-field facts on every phase of the marketing and advertising situation—facts dug up by a staff of Richards' investigators.

Not only were the facts themselves presented in graphic form, but they were *applied to today's problems*. The men were told just how to use each fact on the firing line. A new kind of enthusiasm swept the meetings.

The salesmen realized they had in their possession precious information that gave them a priceless sales advantage over competitors. They chafed to get back into the field because they clearly saw busy order books ahead.

We will gladly tell interested executives how "Facts First" will put more sales into sales meetings.

**JOSEPH RICHARDS CO. INC.**

*An Advertising Agency — Est. 1874*

NINE EAST FORTIETH ST. NEW YORK

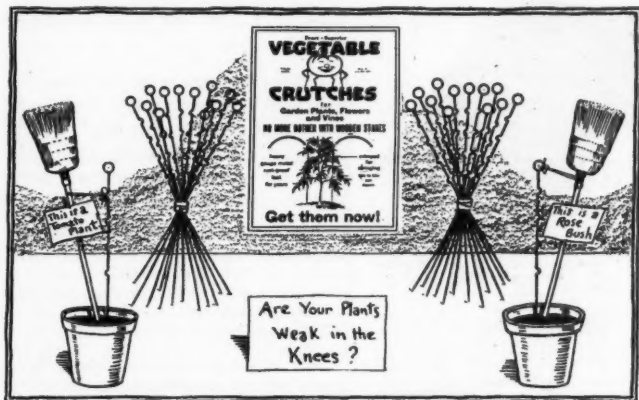
*Facts First — then Advertising*  
**RICHARDS**



course, one of the leading elements in the plans.

But the manufacturer had the shrewdness to recognize at the outset that his product was nothing but a bit of wire with a few kinks in it. Nothing complicated, nothing in itself very interesting. Simple—almost too simple. How was he to get the already over-dinned ear of the trade with a

facetious style of treatment that turned the trick to a gnat's Louis heel. The festivities began with the christening of the product; the name given it turned out to be the pivot on which its whole advertising success turned. From this ceremony the humble "wire stays" triumphantly emerged as "Vegetable Crutches." The name gave the keynote for the copy.



UNIQUE DISPLAY FOR WINDOWS SUGGESTED BY ADVERTISER

product so apparently devoid of originality? Small chance to be heard, particularly with a small appropriation, to which this manufacturer was limited, without some shrill and outstanding note. The only possible device was to create a product-personality novel enough to carry the necessary sales appeal.

A well-known copy expert was recently lamenting to the writer that all too few of the Cobbs, the Lardners, the F. P. A.'s, the Will Rogers, gravitate into the advertising constellation. To a limited degree, at least, he was correct. Certainly there are whole classifications of widely advertised commodities, some of which might be set apart from competition and immeasurably benefited by humorous or semi-humorous publicity.

The Frost-Superior Fence Co. decided upon and put into print a

Promptly the advertising campaign to jobbers, dealers and consumers was prepared and carried out, both in hardware and garden journals and by direct mail.

The trade-mark showed a jolly tomato stepping along on Vegetable Crutches. Light treatment, humorous turns, characterized most of the copy.

"From the time when Adam gardened in Eden, folks have had to hunt up or cut up new wooden stakes every year to support vining plants and flowers. Darned nuisance! That's why every backlot gardener wants and will buy Vegetable Crutches."

"They're in the hold-up game for life! Yes, sir. Vegetable Crutches—something new! Aren't they the bean's suspenders?"

"Aunt 'Liza's hot corn pone never had anything on these little fellows for rapid disappearance."

"Vegetable Crutches have been



# THE "Book" Paper OF BOSTON

*Some  
Figures  
to  
Prove  
It*



## News Space

**8** or more book pages each Saturday

**2** or more book pages each Wednesday

**1** or more columns of "Book-stall Gossip" each Monday and Thursday

## Which is

**3** or more times the amount of book news space in any other Boston paper



## Advertising Space

**2** times more book advertising in 1922 than any other Boston paper

**3** times more retail store book advertising in 1922 than any other Boston paper

# Boston Evening Transcript

*National Advertising Representative*

**CHARLES H. EDDY COMPANY**

NEW YORK

CHICAGO

BOSTON

called everything from potato stakes to bean stilts, but everyone agrees they're the sellingest darn specialty that's come down the pike this year."

"Easy to stock, easy to display, easy to sell."

"They improve *your* temper and your garden's appearance."

"Who put the crimp in Vegetable Crutches? We did—that helps sell 'em."

"Are your plants weak in the knees?"

"Brand new but not a new brand."

"We'll guarantee they won't collect any dust on your shelves."

Mailing cards were broadcasted, showing a suggested window display. The display was ridiculously simple in arrangement, employing children's brooms supported by Vegetable Crutches in flower-pots—one broom bearing the scrawled legend, "This is a rose bush," the other "This is a tomato plant."

In the periodical advertising, the adaptability of the product to various garden vegetables and flowers was pointed out, as well as its permanent utility, and also the price, which was low enough to be a decided feature.

The outcome of this publicity has distinctly justified the methods adopted. Jobbers and dealers, their interest engaged by the copy, were quick to realize and respond to the entertaining sales appeal, which would of course have been just as sound, though less effective, under any other treatment.

The company is now on its way toward extensive distribution of Vegetable Crutches. More power to Puck in the copy department!

### "Tootsie Roll" Account for Lord & Thomas

The Sweets Company of America, New York, manufacturer of "Tootsie Rolls," has placed its advertising account with the New York office of Lord & Thomas.

### Pittsburgh Publisher Named for Diplomatic Post

Alexander P. Moore, publisher of the recently discontinued Pittsburgh *Leader*, has been nominated by President Harding to be the United States Ambassador at Madrid, Spain.

### Collar Advertiser to Conduct National Outdoor Campaign

An advertising appropriation of \$500,000 has been made by Cluett, Peabody & Company, Inc., Troy, N. Y., for the purpose of conducting its initial outdoor advertising campaign. This campaign, which will be national, will feature the company's "Arrow" collars and shirts and "Aratex," semi-soft collars. The advertising already has begun in Chicago, where the company is using two-color posters, size 21 by 9½ feet, on 165 poster panels in that city.

### S. B. Halderman Joins John H. Smith Press

S. B. Halderman, formerly assistant manager of type composition of the Curtis Publishing Company, Philadelphia, has become general director of format and style of the John H. Smith Press, Inc., of New York. Mr. Halderman had been with the Curtis company for eight years and before that he was with the specimen printing department of the American Type Founders Company for six years.

### Detroit Agencies Consolidate

The George M. Savage Advertising Agency and the agency of E. LeRoy Pelletier, Detroit, have been consolidated under the name of the former. Mr. Savage, who established his firm in 1874, continues as president. Mr. Pelletier is a vice-president of the new organization. M. E. Adamson continues as secretary and general manager.

### Clifford De Puy Buys Two Kansas City Publications

The *Trans-Mississippi Banker* and the *Insurance Magazine*, Kansas City, Mo., have been purchased by Clifford De Puy, publisher of the *Northwestern Banker* and the *Underwriters' Review*, Des Moines. G. D. Mathews, Des Moines, has been appointed editor and manager of the Kansas City publications.

### Blackman Company Has "Sunset" Dye Account

The North American Dye Corporation, Mt. Vernon, N. Y., manufacturer of "Sunset" soap dyes, has placed its advertising account with The Blackman Company, Inc., New York advertising agency.

### "Princess Pat" Account for Goldman-Carrigan

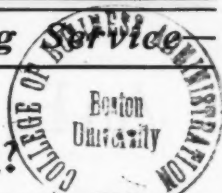
Nat Goldston & Company, Inc., New York, manufacturer of "Princess Pat" dresses, has placed its account with Goldman-Carrigan, Inc., New York advertising agency. Women's publications will be used.

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**Complete Advertising Service**


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## How Prosperous Is Milwaukee-Wisconsin?



These facts for 1922 concerning Milwaukee-Wisconsin are given by the Babson Statistical organization in a recent supplement—and offer proof of this great market's prosperity—

Number of Wage Earners

263,949

Annual Payroll  
\$290,440,561

Number of Manufacturing Establishments  
10,393

Value of Products—1922  
\$1,846,984,307

Value Added by Manufacturer  
\$719,709,346

The number of industrial workers in Milwaukee at present is 32% greater than a year ago.

Wisconsin farmers got \$269,264,000.00 for their 1922 crop—an increase of 20% or almost \$54,000,000.00 over the previous year.

Milwaukee-Wisconsin is a territory of unusual financial resources and stabilized buying power. It has always maintained its steady, normal prosperity even when waves of business depression affected other parts of the national market.

Milwaukee-Wisconsin is most economical for advertising effort. With the Journal alone, you can reach 4 out of every 5 English-reading families in Milwaukee—and at the same time relay your advertising message to the buyers in Wisconsin's most important sales centers—a half million daily readers.

# The Milwaukee JOURNAL

**FIRST—by Merit**

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**Rotogravure—Color—Black and White**

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## An Equal Chance for All

"IT is the love or power in our blood, the blood of conquerors," says William Allen White, that has abolished special privilege and is transforming America so that every man and his children may have an equal chance.

Because they have tired of sitting passively on the side-lines, millions in America are taking an active interest in the great economic and social problems that press upon their daily lives. They are thinking people, and Collier's is edited to give them in rich variety more of the raw material of thought—accurate information.

In more than a million homes every week Collier's is read by men and women who know what they want and how to get it. Their ideas make public opinion. They are alert, progressive, substantial—the most responsive market an advertiser of good goods can reach.

## 17 Features in this Week's Issue

Blood of the Conquerors *By William Allen White*

What Do These Senators Want? *By George Creel*  
An interview with the spokesman of the farm bloc

Who Wants to be a Rich Man's Son? *By William Hard*  
An interview with A. D. Lasker

Where Daredevils Play it Safe *By Steve Hannagan*  
An object lesson for heedless motorists

The Little Man of Paradise *A story by Frederick R. Becholdt*

The Dull Gold Circlet *A story by Gertrude Pahlou*

The Swamp Angel *A serial story by Richard Connell*

You and Your Town *By Frederick F. Van de Water*

### More Platform Letters

Some of the hundreds of letters from Collier's  
readers on a Platform for Industrial Peace

Chicago Never Hurt Me *By David William Moore*

Cutting the Red Tape of the Law *By Phyllis Perlman*

When Riley Discovered Tarkington *By Fred C. Kelly*

Uncle Henry on The Outskirts of History

The Horizon Page *The Live Letter Office*

Collier's Editorials *Cartoon by J. N. Darling*

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.



## Baltimore Women Favor Independent Political Thought

EVER since Lady Baltimore cast her first ballot in 1920 and began to make her power felt in civic affairs, her leaning toward independence in political opinion has well-nigh upset the shrewdest calculations of party "bosses" on both sides.

In keeping in touch with the great, live issues of the day, in forming her political decisions, she has learned to rely upon the newspapers that she knows to be independent in political thought and fearless in political action—the papers that are committed to no interests except the best good of Baltimore and her people—the NEWS and AMERICAN.

It is these papers, going into the worth while homes of Baltimore—and reaching practically all of them every day—that are read through and through by the women in these homes.

*Yes, Baltimore women read a whole lot more in the NEWS and AMERICAN in addition to the columns of political news and comment. They follow closely the pages that are devoted solely to their interests; as the BUYERS in their homes, they are particularly attracted to the advertising columns of their favorite papers. It is the close reader contact that the national advertiser finds so valuable in his NEWS and AMERICAN campaigns.*

## THE BALTIMORE NEWS

Evening, Daily And Sunday.



## The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Have a word*  
Advertising Manager

J. E. LUTZ  
Western Representative  
Tower Bldg.  
Chicago

# How Definite Price Policy Helps Win Jobber Good-Will

Biflex Products Company Establishes Name through Advertising and Insures Profit for Distributor and Retailer

By G. A. Nichols

EVER since January, 1920, when the Biflex Products Company of Waukegan, Ill., began putting its automobile bumper on the market in merchantable quantities it has been absolutely unyielding in its price policy. Several times jobbers handling the Biflex bumper have called for a revision of prices to meet cuts in competing lines. But the company started out on the principle that a price should be right in the beginning—right from a standpoint of value to the buyer and to insure profit to the jobber and the retailer. All temptations looking toward the revision either of price or price policy were therefore pushed vigorously aside. The company had sufficient faith in its advertising to believe that the Biflex bumper could be established on a basis of known quality and fair value.

"When an article gets its reputation mainly on price," explains W. G. Pancoast, president of the company, "it hasn't got a great deal, judged from the standpoint of future attainments. We felt this plainly even when most strongly urged to change our retail price or revise our discount policies. We honestly believe that our steadfastness in this respect is largely responsible for our quick success. Incidentally it is a notable triumph for advertising. We have been as steadfast in that as in our adherence to our first ideas of price and discount.

"It is our belief that spasmodic advertising is little more than waste. We never start out on a line of advertising without knowing, or at least thinking we know, what we are doing. Neither do we go into a medium unless we expect to stay.

"I am not presuming to say we have a monopoly on this idea

of consistency and continuity in advertising. But I do know we would not have attained nearly the success in an advertising way if we had pursued any other policy.

"It has been our belief all along that the readers of each advertising medium represent an entirely separate clientele and are to be cultivated independently of others. In other words, if we go along in one medium for a time and then quit it to go to another we cannot transfer to the second the advertising asset we have built up in the first. We must begin all over again. Whenever a concern breaks the advertising chain in any one place it sacrifices at least a large part of what it has built up by that advertising. This is why advertising policies and mediums should be selected with care and circumspection and then kept without deviation or change. Exactly the same line of reasoning applies to consistency in price policy. Make sure you are right in both respects and then hammer right ahead."

## JOBBER MUST WATCH HIS PROFITS

So far as the jobber is concerned, the Biflex Products Company is just beginning to reap the benefits of the policy spoken of by Mr. Pancoast. The jobber, as every manufacturer knows, has to watch his profits with an eagle eye. A jobber can go broke almost easier than anybody concerned in the production and selling of merchandise. Sometimes his commitments must be huge, his investment large. He is the one who has to take a chance, thus making it possible for the retailer to do business on a minimum investment and in a way to promote his turnover. The jobber cannot buy and sell on the plan

that he advises the retailers to use. If he could there would be no excuse for his existence. So, in return for the service he renders the retailer, he must realize a fair margin of profit.

This is why the jobber is so jealous of anything tending to even threaten his profits. This is why he follows the private brand idea—in many instances an exceedingly short-sighted policy. The same influence sometimes makes him resent the assistance of manufacturers' salesmen, thinking that the expense of such selling may just as well be added to his commission—also an exaggerated thought.

Such being the jobber's idea, it is not so difficult to see why he is inclined to favor a price policy based on current conditions rather than upon building a definite, tangible asset for the future. It was the Biflex company's task to sell him on the opposite angle. This required firm methods. Also it called for the use of advertising in a way that would make the jobber's selling easier. The two combined have worked out in a way to increase his sales and also to insure his profits.

The company's inflexible price policy works two ways. It maintains without exception in all cases the same scale of prices and discounts. In turn it expects that all jobbers who distribute its products shall follow exactly the same policy in selling the trade.

It will sell only legitimate jobbers. By legitimate jobber is meant a concern, properly rated, doing a clean jobbing business, traveling at least four men and publishing a catalogue.

#### COMPETITION AMONG JOBBERS IS LIMITED

The big problem of any manufacturer distributing exclusively through the jobber is to get the latter's co-operation. The manufacturer may thoroughly believe in the jobbing system. In fact he may be prepared to regard it as the ideal method for him, barring the one fact that he often is not able to bring pressure upon the jobber to put the proper amount

of steam behind the proposition and to do things the way he thinks they ought to be done. Too often it is the jobber who gives the instructions and arbitrarily decides upon selling policies.

The Biflex company meets this matter of jobber co-operation by limiting its jobber representation. It appoints usually two jobbers to have exclusive representation in a certain large district or territory. This may be a city such as Chicago or Milwaukee, part of a State or an entire State.

Two jobbing concerns, for example, have the Chicago territory. They got the representation on a definite contract, which provided that they should at all times have a certain number of Biflex bumpers in actual stock. In consideration of the contract they are allowed a stated discount. Any other legitimate jobber in the Chicago territory is privileged to sell Biflex bumpers but he must get his stock, not from the factory, but from one of the two exclusive representatives in the Chicago district. His jobber discount is smaller, thus providing a fair margin of profit for the first.

The second class of jobber is not obliged to follow any definite requirements as to the quantity of goods he should carry in stock. The company has no particular hold on him except that it obliges him to observe closely the regular discount scale in selling to the dealer. But the exclusive jobber is bound to keep his purchases and sales to a certain limit.

A Biflex salesman is privileged to call upon one of these jobbers at any time, check up the number of Biflex bumpers he has in stock and then send in at once an order for a number sufficient to bring the stock up to the required limit.

But all jobbers, exclusive or otherwise, are helped by the company in accordance with a carefully developed scheme of co-operation. The company utilizes a simple method of ascertaining where this special help is needed. A postcard with a return card attached is sent once a month to every Biflex jobber. On this he



notes his stock on hand and his sales during the month. Whenever this record shows that Biflex bumpers are not moving rapidly enough special factory aid is extended.

The assistance given is determined entirely by the needs peculiar to each case. Conditions may require a drive upon dealers or a special sales effort directed at automobile owners.

#### SPECIAL ADVERTISING WHEN SALES LAG

Recently when the monthly report from Chicago jobbers showed that sales were apparently lagging in that territory some sales experts were sent down from the factory to see what the trouble was and to apply the needed remedy. Retail dealers had not been ordering in the usual volume. The factory salesmen got up a special plan of dealer co-operation which would enable them to sell more Biflex bumpers and thus automatically cause them to buy more.

To lay a foundation for the effort, a series of special advertisements were run in Chicago newspapers. These featured the "scare" appeal, conveying briefly by picture and text the probable consequences of not having cars equipped with bumpers while driving through crowded city traffic. While the advertising was getting in its work, the salesmen called direct on retailers, including automobile service stations and accessories stores. They presented to the dealers a full showing of the special advertising plan which was expected immediately to stimulate the retail demand for bumpers. On the strength of the proposed advertising, dealers immediately ordered a sufficient number of bumpers to move the jobbers' surplus stock and get things going once again under full headway. The dealers were supplied with special direct-by-mail printed matter and letters which they were to send out to their trade.

The company's service department prepared the letters and the direct-by-mail pieces, having in

mind just what was required to influence the sluggish Chicago market the most. All this help was passed on direct to the dealer without obligation either to him or the jobber other than that of seeing that the advertising matter was put to work and given a fair chance to show what it could do.

Another method of extending selling aid to the retailer and thus benefiting the jobber is through the work of service men. These are really high-class salesmen, all the more effective because they do their selling largely by indirect methods.

The service man "just happens" to drop in some morning at an automobile service station or large repair establishment. Quite casually he inquires as to the condition of the bumper business.

"I haven't anything special on my mind," he probably will say, "but I just thought I would come in and see if I could help you in any way. Maybe I can show you some tricks about putting on the bumpers that may be of value."

Naturally he is welcome. Putting on a pair of Biflex bumpers properly is an operation calling for some little practice. If they are put on in strict accordance with directions a very short time is required. It is possible though to use up so much time on the work that mechanics may be inclined to prefer some other make. This is why the Biflex service man always goes right back in the shop and never concerns himself with the proprietor. He wants to sell the mechanics on the Biflex, realizing that after all they have most of the say as to whether Biflex bumpers should be given the preference in that establishment.

A Biflex service man, upon entering a large repair shop in an Indiana town, happened to encounter the proprietor first.

"Yes, we like Biflex bumpers very much indeed," the latter assured him. "They are all you claim for them and more. But it takes anybody an hour or two to put them on."

Whereupon the service man offered to wager \$100 that he

could place a pair of bumpers properly in position in less than half an hour. The proprietor asked his head mechanic if he should cover the bet and was advised not to, although the mechanic himself was the inspiration for the employer's original statement.

The service man stayed around all day, showing the shop force all the fine points of the work and turned them into pretty fair experts. When he left that night he had the comfortable assurance that he had removed a considerable drag from the sale of Biflex bumpers in that town.

All this sales aid work done by the company, which is based not only on an intimate knowledge of the product but upon a vivid acquaintance with the selling problems of jobber and retailer, goes far toward bringing about a realization of the company's wish for an insured profit to all. Coupled with the vigorous selling asset produced by the general advertising, it brings about a condition wherein the company, with plenty of sound reasoning, can successfully resist all price-cutting and discount juggling blandishments. It enables the company to hold the retailer as well as the jobber in line with its policy of consistent price making to all.

Dealer price-cutting is, of course, frowned upon. The retail price of the Biflex bumper is widely published in the advertising. The dealer gets the goods at a stated discount from this retail selling figure. He is supplied with special order blanks in which the retail selling price and the discount are plainly stated. Through signing this order form the proper retail price is firmly fixed in his mind without actually being made a part of the operation by which he buys.

### Cookie and Cracker Campaign for Wisconsin

The Robert A. Johnston Company, Milwaukee, maker of biscuits, cookies, and "The Appreciated Chocolates," will use daily newspapers of Wisconsin and outdoor advertising in twenty-one cities of that State in its 1923 cookie and cracker campaign.

### Sphinx Club to Have "Boost New York Night"

The Sphinx Club of New York plans to hold a dinner on the evening of March 13 at the Waldorf-Astoria. R. F. R. Huntsman, president of the Brooklyn *Standard Union*, and Preston P. Lynn, general manager of John Wanamaker, New York, are making arrangements for the program of the evening, which will be known as "Boost New York Night."

### A. O. Goodwin with "Judge"

A. O. Goodwin has joined the Leslie-Judge Company of New York, publisher of *Judge*, as assistant to Douglas H. Cooke, vice-president and general manager, in the capacity of assistant to the vice-president. Mr. Goodwin recently was president of A. O. Goodwin, Inc., advertising agency of New York and Richmond, Va.

### Frank Presbrey Has Swiss Watch Account

The Omega Watch Company, of Bienne, Switzerland, watch manufacturer, has placed its advertising account with the Frank Presbrey Company, New York advertising agency. The United States Omega Watch Company, of New York, is the sole distributor of Omega watches in the United States.

### Sun-Maid Raisin Growers Place Account for China

The Sun-Maid Raisin Growers, Fresno, Cal., have placed their account for China with Carl Crow, Inc., advertising agency, Shanghai, China. An outdoor advertising campaign is planned. Native and English language newspapers also will be used.

### F. L. Moore Becomes Western Manager of "Motor"

*Motor*, New York, has appointed F. L. Moore as Western manager with headquarters at Chicago. He had been representing this publication in the Missouri, Wisconsin and Northern Ohio territories.

### Roswell C. Mower with Frank Seaman

Roswell C. Mower, formerly with Will H. Howell and Associates, Chicago, direct-mail advertising service, has joined Frank Seaman, Inc., advertising agency of New York.

### Gertrude B. Lane Elected Director of Crowell Company

Gertrude B. Lane, for many years editor of *Woman's Home Companion*, has been elected a director of the Crowell Publishing Company, of New York.

# When Wedding Bells chime in Philadelphia will Spring brides treasure your goods?

Closing of the Lenten season will be the signal for a host of Spring weddings—and for the buying of extensive trousseaux and the purchase of innumerable gifts of every kind.

If you manufacture clothing, shoes, hosiery or other articles of women's Spring apparel, or turn out products suited for wedding gifts, you can convince the prospective brides, members of their families and friends that your goods should play a big part in the coming weddings, through advertising in the favorite newspaper of Philadelphia women—The Evening Bulletin.

The Bulletin every day goes into nearly every home, office and workshop in Philadelphia, Camden and their suburbs.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

Philadelphia's Newspaper—

# The Evening Bulletin.



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation:  
493,240 copies a day.

New York—Dan A. Carroll, 150 Nassau St.  
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.  
San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.  
London—M. Bryans, 125 Pall Mall, S. W. 1  
Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright 1923—Bulletin Company)

# Oklahoma's All- that is run b

*Poultry raising pays farm women  
one-seventh the value of cotton*

POULTRY money, in large measure, provides the hundred and one home conveniences, the "pin money" and the clothing purchased by Oklahoma farm women.

Poultry raising is generally left to the women on the farm, but on that account it is none the less important. Frequently the receipts from the sale of poultry and eggs marks the difference between "breaking even" and making a good profit on the year's crop.

The year 1919 furnishes a fair picture of the poultry industry. The value of poultry and eggs produced that year amounted to more than \$24,800,000—more than one-seventh of the total value of the cotton crop for that year, and a bumper year, too.

And each year has seen a constant increase in the number of fowls and number of eggs produced.

If any doubt exists as to the future of the poultry industry on Oklahoma farms, the sales of incubators, brooders, baby chicks, setting eggs, and breeding

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*Most Circulation—Greatest Linea*

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# - Profit Industry n by women

stock during the past year point the way to a bigger, healthier, more profitable source of revenue.

Each year the poultry industry grows. Each year the profits are larger. And the farm woman spends her money little differently from her city sister.

The Oklahoma Farmer-Stockman for years has stressed the economic soundness of raising poultry on every farm. Column after column has been devoted to this important phase of farm life. Today there is a flock of poultry on 92% of the farms in Oklahoma—visible evidence of reader confidence.

This is another example of the practicable editorial policy of the Oklahoma Farmer-Stockman and how this policy is surely improving the economic condition of its 140,000 readers.

**The OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.  
THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

ates lineage—Lowest Rate

## Selling the Investor, too

**L**EADING financial and investment houses in the United States now realize that to maintain the market for investment securities and provide for the success of future issues, it is essential to promote the absorption of securities by "ultimate consumers"—individual investors.

This is most efficiently and economically done by advertising in those mediums that most influentially reach the greatest consumer markets. In Chicago the medium is The Daily News,\* which by reason of its large home circulation and influence in the "family councils" of financially competent Chicagoans most completely and effectively reaches the great outstanding consumer market in its territory.

Realizing this, the following representative financial houses have each placed in The Chicago Daily News, since January 1, 1923, more than 1,000 lines of financial display advertising.

### *Investment Bankers, Bond Houses and Brokers*

A. C. Allyn & Co.	Greenebaum Sons Investment Co.
American Bond & Mortgage Co.	Halsey, Stuart & Co.
Ames, Emerich & Co.	Hayden, Stone & Co.
A. G. Becker & Co.	Jones & Baker
Blair & Co.	Jacob Kulp & Co.
Blythe, Witter & Co.	Lee, Higginson & Co.
Bonbright & Co.	J. P. Morgan & Co.
John Burnham & Co.	National City Co.
George H. Burr & Co.	S. W. Straus & Co.
H. M. Byllesby & Co.	The Straus Bros. Co.
Cochran & McCluer Co.	R. E. Wilsey & Co.
Federal Securities Corp.	Utility Securities Co.
Guaranty Co. of New York	

### *Banks and Trust Companies*

Central Trust Co. of Illinois	Foreman Bros. Banking Co.
Chicago Title & Trust Co.	Harris Trust & Savings Bank
Continental & Commercial	Illinois Trust & Savings Bank
National Bank	Merchants Loan & Trust Co.
Corn Exchange National Bank	Northern Trust Co.
First National Bank of Chicago	Peoples Trust & Savings Bank
Firat Trust & Savings Bank	Union Trust Co.

To reach most effectively the greatest market of primary and ultimate consumers of legitimate securities in Chicago, and provide for the steady absorption of future issues, place your advertising in

## THE CHICAGO DAILY NEWS

First in Chicago

\*The FINAL EDITION of The Chicago Daily News gives its readers the COMPLETE story of the financial day TWELVE HOURS EARLIER than the same reports are supplied by any morning newspaper.

# Death of F. Wayland Ayer

Head and Co-founder of N. W. Ayer & Son Succumbs to Pneumonia

**F. WAYLAND AYER**, head of N. W. Ayer & Son, died Monday afternoon, March 5, at his country home, Ayrmont, at Meredith, N. Y. A few days ago Mr. Ayer suffered an attack of influenza, which developed into pneumonia. His wife and his daughter and son-in-law, Mr. and Mrs. Wil-

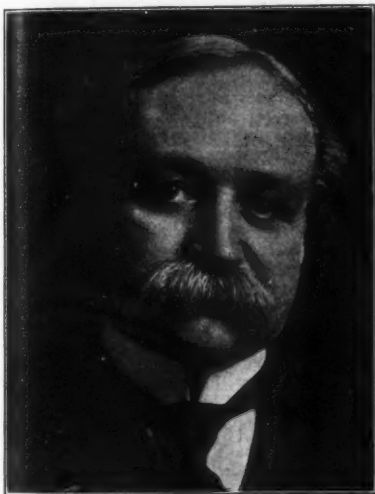
son solicited advertising for a few months for a religious publication. The success he met with in this work is what gave him the idea of starting an advertising business of his own. George P. Rowell is authority for the statement that the venture was started on a cash capital of \$250, which was accumulated largely through Mr. Ayer's efforts in selling space in the religious publication.

In 1873 N. W. Ayer died, and the burden of building up the business fell on the capable shoulders of F. W. He was fortunate in his partners, however, who joined him from time to time. These were Henry Nelson McKinney, Albert G. Bradford, Jarvis A. Wood, and later Wilfred W. Fry and William M. Armistead, and more recently by still others. The business that was started so humbly became in a comparatively short time one of the largest advertising agencies in the world.

Mr. Ayer has always been distinguished for the high ideals which he consistently cherished. On the occasion of the firm's fiftieth anniversary in 1919,

the 400 employees of the organization presented the senior member of the firm with an elaborate autograph book, which bore this inscription: "To F. Wayland Ayer, who made a motto and has lived it, who evolved a principle and has practiced it, who set an ideal and has attained it." That brief inscription admirably sums up both the character and the achievements of Mr. Ayer.

F. W. Ayer was deeply religious. He was always active in the affairs of the Baptist Church. For more than fifty years he was the superintendent of the Sunday-school of the North Baptist



F. WAYLAND AYER

fred W. Fry, were present when the end came.

Francis Wayland Ayer was born on February 4, 1848, at Lee, Mass. He was of pioneer New England stock. His father, Nathan Wheeler Ayer, was a school teacher and a man of scholarly attainments. He directed his son's education. F. Wayland, himself, spent a year in teaching a New York country school. After this he studied another year in the Rochester University. In 1869 he joined his father in Philadelphia. That same year they established the co-partnership of N. W. Ayer & Son. Before establishing the agency, the

Church in Camden. He carried his religious principles into his business. In a speech which he delivered at the banquet celebrating the aforementioned Fiftieth Anniversary, Mr. Ayer said that right at the outset of his agency career, a rule was made "to accept no business the phrasing of whose advertising should be obnoxious to a woman of refinement." The firm also early determined "not to knowingly advertise intoxicants, opiates or other injurious articles." It must be remembered that in 1869 advertising was still in its jungle days. Practices were then not only winked at but were openly countenanced which have since been rooted out of the business. The broad stand which Mr. Ayer took in support of ethical principles, way back in 1869, did much to bring advertising out of the jungle and to make it the constructive, uplifting force that it is today.

**"KEEPING EVERLASTINGLY AT IT  
BRINGS SUCCESS"**

In at least one other respect is the advertising world, and in fact the whole commercial world eternally indebted to F. Wayland Ayer. We refer to what he did in taking the mystery out of advertising. He early showed that there was nothing mysterious about advertising, and that it did not perform its wonders in some incomprehensible manner that an ordinary mortal could not understand. He established that in advertising as in every other walk of life "Keeping Everlastingly at It Brings Success." This has long been advertised as the Ayer slogan. In itself, it condenses an entire advertising philosophy. After all, advertising is not a thing of intermittent starts and occasional spurts. Advertising that is not persistently carried on gets nowhere in particular. That is the very essence of advertising wisdom.

He always held that advertising is very simple. "It is only a department of the selling end of the business" he once said. Again he said: "There are some who would like to advertise who are restrained

because some advertisers make a big splurge and use an amount of space which the little business man could not approximate. This is a wrong theory. Before a person can walk he must creep, and before he runs he must walk, and before he learns to fly he must know how to run."

That good advertising was nothing more than good business, persistently carried on, was Mr. Ayer's frequently asserted belief. In 1919 Earl D. Babst, president of the American Sugar Refining Company, in felicitating the head of N. W. Ayer & Son on "Keeping at it for fifty years" so well expressed the thought that advertising is after all only an integral part of business that it should be repeated here. He said:

"Business has given a belated and a begrudging recognition to the fact that advertising is as much a part of business as is finance, transportation and communication. Barter and trade, when touched by the magic of finance and of transportation, becomes commerce. Commerce, when touched by the power of communication and of advertising, becomes modern business."

Every enterprise that F. W. Ayer touched immediately became successful. Several years ago he became president of the Merchant's National Bank, of Philadelphia. At once its deposits greatly increased.

At the time of his death he was a director of the First National Bank also of that city. His firm for many years has published "The American Newspaper Annual and Directory," with which was merged "Rowell's American Newspaper Directory" in 1908.

Mr. Ayer had been connected with various other business enterprises. At one time he was president of the Camden & Suburban Railway. He had also been vice-president of the Camden Horse Railway. He was always active in the Y. M. C. A. and long was president of the Religious Press Association.

Again he bought a farm and,—but let Mr. Rowell tell that story:

"He is an indomitable worker,"



said Mr. Rowell, "thinks of work all the time, eats little, drinks nothing but water; has no vices, small or large, unless overwork is a vice; is the picture of health, and I sometimes think a good deal such a man as Oliver Cromwell would have been had Oliver been permitted to become an advertising agent.

"Mr. Ayer cannot put his hand to anything without being in dead earnest. He bought a farm at one time, as a place where he could retreat from business cares; and, before he knew it, was running a profitable milk route and selling butter in Philadelphia at a higher price than anybody else could get; and the farm, instead of proving an expensive toy, as it pretty uniformly is when owned by a business man, was almost from the beginning adding to his wealth."

As Mr. Rowell indicates, Meridale Farms became a successful enterprise. The products of this farm have been well advertised for years. It was at the farm

that Mr. Ayer died. In recent years, particularly, he spent much of his time there. Only last fall he bought the Meredith Cash Store in order to give a better retail service to his employees and neighbors in Delaware County. On three different recent occasions he, himself, wrote "country newspaper advertisements" for this store. He sent PRINTERS' INK copies of these advertisements with all the enthusiasm of a young man writing his first piece of copy.

#### Charles M. Sloan Adds to Staff

H. W. Shaw has joined Charles M. Sloan, Chicago advertising agency, and will have charge of production and space. He was formerly with The J. A. Snyder Company, Chicago advertising agency.

#### Stuart Olivier Resigns from Baltimore Newspapers

Stuart Olivier has retired as general manager of the Baltimore News and American, with which he has been associated for the last twenty-five years.

## The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



### Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

# Ostermoor Mattress Trade-Mark Is Ordered Canceled

Well-Known Advertising Figure Held by Patent Office to Be "Purely Descriptive"

**A**N order has been issued by the United States Patent Office affirming the action of the examiner of interferences in recommending the cancellation of the trade-mark of Ostermoor & Co. The decision, which resulted from representations made by the International Bedding Company, was taken on the ground that the Ostermoor mark was purely descriptive and that anyone making that type of mattress had the right to use it.

In his opinion, affirming the examiner's action and ordering the cancellation of the mark, the assistant commissioner of patents says:

"In 1905 Ostermoor & Co. registered their trade-mark, No. 47,831, for mattresses, pillows, cushions and hassocks, consisting of the representation of expanded, superimposed layers of a fabric material appearing from a partly opened-up cover on a support."

"This quotation from the statement accompanying the certificate of registration seems to clearly show that it was the intention of Ostermoor & Co. to indicate that their mark was a picture of their goods. It is urged that since mattresses are ordinarily sold entirely made up and not with one end open to disclose the filling, the mark does not illustrate the goods. I am unable to so find and must hold that the mark is merely descriptive of the goods. The International Bedding Company makes mattresses and urges that purchasers from it have been threatened with litigation by Ostermoor & Co. for alleged infringement of the trade-mark here in issue by publishing advertisements illustrating mattresses made by the International Bedding Company. This shows sufficient interest in the International Bedding Company to warrant it in bringing the present

proceedings for cancellation of the registered mark.

"Ostermoor & Co. claim that long use of the mark has given it a secondary significance and that its merely descriptive character has so disappeared. Even if this is so, the mark is not entitled to registration under the present law, as pointed out in *Hercules Powder Co. v. Newton*, 266 Fed., 169.

"Registrant requests permission to reopen the case and take additional testimony to show that the present proceeding is instigated by the National Association of Bedding Manufacturers and is not brought by the International Bedding Company for its sole benefit. The circumstances do not justify reopening the case. If all that is alleged in the moving papers were proved, the fact would still remain that the International company is damaged by the registration of the descriptive mark and an order for cancellation would still be proper.

"Affirmed and the mark will be canceled."

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## Walter C. Freeman Joins Smith Printing Company

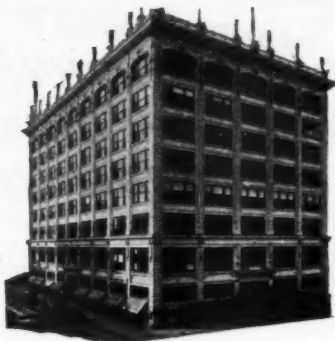
Walter C. Freeman, recently advertising manager of the Yawman & Erbe Manufacturing Company, office equipment, Rochester, N. Y., has joined the John P. Smith Printing Company of that city. He will have charge of advertising and service work. Mr. Freeman was at one time advertising manager of the Stromberg-Carlson Telephone Manufacturing Company, also of Rochester.

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## George B. Richardson Leaves "Life"

George B. Richardson, known as Gee Bee. Arc., advertising manager of *Life*, on account of prolonged family illness, has resigned from that publication after service of fifteen years.

Mr. Richardson is succeeded by B. F. Provandie, who has been Western manager of *Life* at Chicago for the last fourteen years.



The Wm. H. Block Company uses more space in The Indianapolis News than any other retail advertiser in any one newspaper in America.

## What Influences the Dealer in Buying Your Merchandise?


The retailer is interested primarily in a *profitable volume*. He must meet the demands not only of varying seasons and styles, but for new brands which are constantly coming on the market. The Wm. H. Block Company does not stock a newspaper-advertised product just to be good fellows. Primarily they are interested neither in the success of a manufacturer nor a newspaper. But they will stock a new product or reorder an old one for which adequate advertising has been scheduled in The News on a non-cancellable basis, because they know that there will be a demand for it. They know that it would be bad business not to be able to meet that demand. No successful retail merchandiser, however, will carry the "gamble" on a new product. He will not stock it on a promise of advertising that is contingent upon a certain volume of goods being absorbed by the market. Newspaper advertising has a valuable dealer influence, but the indefinite promise of space should not be expected to get more than an indefinite promise of support from the retailer.

## The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office  
DAN A. CARROLL  
150 Nassau Street

Chicago Office  
J. E. LUTZ  
The Tower Building



# *Your Banker will OK a Farm Paper Advertising Campaign today*



Ask your banker about the farm market today.

Ask him if the agricultural situation has not improved to the point where an intensive sales and advertising drive would bring you highly profitable and much needed business.

Ask him if you can afford to remain out of the farm field.

We asked a group of the largest and most representative midwestern bankers regarding conditions. The telegraphic replies were optimistic, even enthusiastic. They told of increased marketings, higher prices, lowered interest rates, rapid liquidation of indebtedness (as much as 50% decrease reported in some sections), increasing deposits, and best of all, increased buying with certain prospects of further increases.

*Farmers are buying heavily again, and buying will increase steadily throughout 1923.*

Ask your banker about the most promising sales areas. Whether you should scatter your efforts and advertising thinly over the country as a whole, or rather, concentrate in one or more certain well-defined areas.

Ask him about the 18 Capper Farm Press States.

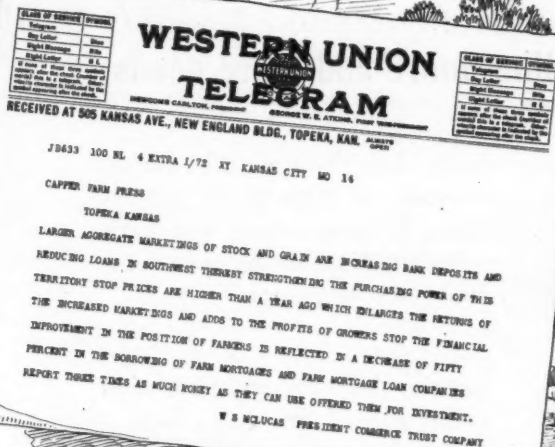
*Circulation 1,593,160*

*Arthur Capper*  
PUBLISHER

TOPEKA, KANSAS

# THE CAPPER

Sections - Capper's Farmer - Oklahoma Farmer  
Kansas Farmer and Mail and Breeze



CLASS OF SERVICE	OFFICIAL
Telegram	Day Letter
Day Letter	Night Message
Night Message	Radio
Radio	U. S.

**WESTERN UNION TELEGRAM**

RECEIVED AT 505 KANSAS AVE., NEW ENGLAND BLDG., TOPEKA, KAN.

JD433 100 HL 4 EXTRA 1/72 NY KANSAS CITY MO 16

CAPPER FARM PRESS

TOPEKA KANSAS

LARGER AGGREGATE MARKETINGS OF STOCK AND GRAIN ARE INCREASING BANK DEPOSITS AND REDUCING LOANS IN SOUTHWEST THEREBY STRENGTHENING THE PURCHASING POWER OF THIS TERRITORY STOP PRICES ARE HIGHER THAN A YEAR AGO WHICH ENLARGES THE RETURNS OF THE INCREASED MARKETINGS AND ADDS TO THE PROFITS OF GROWERS STOP THE FINANCIAL IMPROVEMENT IN THE POSITION OF FARMERS IS REFLECTED IN A DECREASE OF FIFTY PERCENT IN THE BORROWING OF FARM MORTGAGES AND FARM MORTGAGE LOAN COMPANIES REPORT THREE TIMES AS MUCH MONEY AS THEY CAN USE OFFERED THEM FOR INVESTMENT.

W S MC LUCAS PRESIDENT COMMERCE TRUST COMPANY

If the fact that they possess 71% of the total agricultural wealth and if the majority of the other indices of buying power do not make them the first farm market.

He will not only O. K. your advertising campaign, but will also approve the use of the Capper Farm Press, whose subscribers in terms of averages possess nearly one-third the total farm wealth, making it the first medium in the first farm market.



Line Rate \$8.15

M M Rate \$5.12

**FARM PRESS** Marco Morrow  
ASST. PUBLISHER

Nebraska Farm Journal-Missouri Ruralist  
Pennsylvania Farmer-Ohio Farmer-Michigan Farmer.

## —selling more and more goods

every day through the simple formula of Newspaper advertising in cities where you have sufficient distribution is so commonplace, so prosaic.

Just the daily Newspaper, merely the *only* medium that enters *every* home *every* day.

Think it over.

Invest in Newspaper Advertising

**E. Katz Special Advertising Agency**

Established 1888

Publishers' Representatives

Chicago  
Kansas City

New York

Atlanta  
San Francisco

# Barber Asphalt Company's Appeal to the Senses

How the Advertising of Genasco Shingles Makes the Reader Feel Hot, Cold, Wet or Wind-blown

By Roland Cole

PRODUCTS that are not ordinarily supposed to have a sense appeal may sometimes be presented in an advertisement in a way calculated to arouse the keenest sense reactions on the part of the reader. Sense appeal is here referred to as applying to products that have a personal use like food and wearing apparel, as distinguished from those that do not, like dynamos, water mains, steam shovels and steel rails. The technical product is generally sold for what it will do rather than for what it is.

Just the same, the technical product is brought to the attention of people by means of appealing to one or more of the five senses, as candy is, or perfumery. An appeal to two of the senses is better than an appeal to one only. When a product can be seen, heard, tasted, touched and smelled, and all are advantageous to the prospect or his work, the advertiser who makes use of only one sense appeal, sight, is not presenting so strong a case for his article as he might.

Advertisers, most of them, try to make people *see* their products by means of pictures. That is appealing to but one sense. When a product is one which appeals to people through the sense of hearing as well as sight, the use of both appeals is a stronger argument than the use of one.

It is possible to convey the sense of sound through the printed page, as advertisers of music and musical instruments do, not infrequently. A picture of a phonograph or piano in still life appeals to the sense of sight only and is not nearly so interesting to look at as when the reader is asked to imagine music coming from it. The musical instrument in use sug-

gests the sound of music to the reader—makes him both *see* and *hear*—and he is appealed to in two ways instead of one.

Flavor and aroma are frequently conveyed through the medium of printers' ink, as in the advertising of Ferris hams and bacon, coffee, tea, cocoa and many other food products; and the sense of touch is often evoked in the advertising of fine fabrics, wearing apparel and toilet preparations, one of the most notable examples of which is "the skin you love to touch."

## EXAMPLES OF APPEAL TO SENSES

Appealing to the sense of touch, sound, smell or taste, in addition to the sense of sight, is done quite generally in the advertising of music, food products, wearing apparel and toilet preparations. It is not so often seen, however, in connection with products of a technical nature, like tools, machinery, building materials and household appliances. Yet it is none the less desirable with such products, could a way be found to do it. Salesmen in these lines always try to get prospects to handle or operate a device like a tractor or vacuum cleaner; they ask buyers to note how *odorless* it is or how *silently* it runs. Taste is about the only one of the senses that may not be appealed to directly, though many articles like cooking utensils, refrigerators, kitchen cabinets, made or constructed in a way that would affect the good taste of food brought into contact with them, are indirectly related to the sense of taste.

The Barber Asphalt Company, of Philadelphia, maker of Genasco shingles and other products, has been successful in quite an unusual degree in getting an additional sense appeal into the advertising







© Tecla

TECLA PEARLS  
*blanket the class field*

In our 16 years' association with Vogue we have never had occasion to revise our original estimate of this magazine—that it is an ideal medium to present Tecla pearls to a responsive and appreciative clientele.

We began to use Vogue in 1906, we added Vanity Fair to our list in 1913 and we have lately begun to use House & Garden. Our regard for these three magazines is best expressed by the order just placed—12 pages in each for 1923. (Signed)

TECLA

V O G U E

One of the CONDÉ NAST GROUP

show that the roof is covered with Genasco shingles. The caption of this advertisement is "60 tons of water from a raindrop," and the copy reads in part:

One shower—even one storm—doesn't make this deluge. It's the rainfall of a whole year—a multiplied raindrop of 60 tons—that your roof must stand.

Think of the punishment! Sixty tons of water—in driving, pounding, slashing rain—hurled each year on top of your house! No cheap, inferior roofing can withstand it. And you can't afford to gamble on roofings of unknown quality.

So why not play safe, asks the copy, by putting Genasco Latite Shingles on your roof? A description of them is added and other selling points are mentioned.

A third advertisement shows the house in a wind-storm—trees and shrubbery torn in a gale of wind and rain. The caption says, "40 to 70 miles an hour every 3 1-5 days," and the copy:

According to U. S. Weather Bureau records—at just one station—the wind blows from 40 to 70 miles an hour every 3 1/5 days.

In other words, a tearing, ripping wind—114 days in a year—clutches at your roof.

How long will your roof last? No ordinary roofing can withstand such punishment.

Safety demands that you play safe—that you roof your home with Genasco Latite Shingles—"The shingles that lock on."

A winter scene is pictured in a fourth advertisement—a white hand and forearm stretches out of the winter night and tears at the roof of the snowbound house. A raging snowstorm has all but buried the house from sight. The title of the advertisement is "When Winter's ice-sharpened claws tear at your roof"—

When the bitter winds and driving snow sweep down from the North—is your home warm and cozy or is it filled with cold, comfort-destroying draughts?

Look to your roof. The comfort, health and happiness of yourself and family depend on its stanchness—whether it is snow-proof, cold-proof and storm-tight.

The rest of the advertisement describes the shingles and other products of the Genasco line.

This campaign of the Barber Asphalt Company seeks to identify the items of the company's line of

asphaltic roofing, flooring, paints and other products, under the name "Genasco," which name is very prominently displayed in every piece of copy. The campaign has been running for nearly two years and the list of publications besides the national includes farm, architectural, building materials and the like. Another product advertised in business periodicals is native lake asphalt, for street and road pavements, under the name Trinidad and Bermudez Lake Asphalts.

### "Educator" Shoe Advertised in Medical Journals

Full-page space in medical journals is being used by Rice & Hutchins, Inc., of Boston, to advertise the foot advantages of its "Educator" shoe. The copy reads: "Physicians long have indorsed the Modified Educator shoe. Its ample tread room for all five toes, its cup-shaped heel seat, its straight inner line, its metatarsal arch support—these orthopedic features insure continuous comfort." The advertising is illustrated with a large foot and leg up to the calf, which is shown swinging across the page.

### Changes on Minneapolis "News" Staff

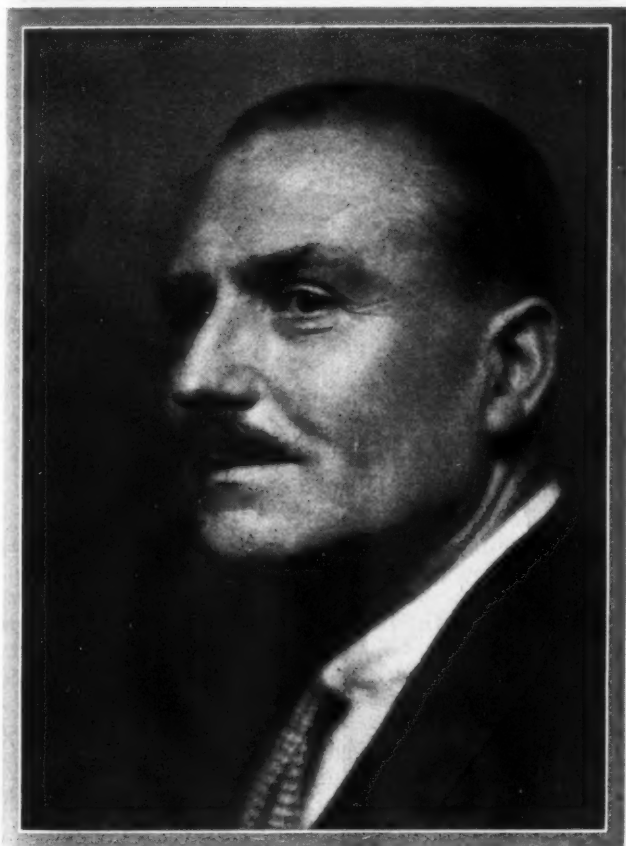
I. J. Hornstein has been appointed business manager; J. H. Reilly, advertising manager, and Howard Hill, classified advertising manager, of the Minneapolis News. Mr. Reilly was formerly advertising manager of the Seattle Post-Intelligencer and more recently business manager of the Anaconda, Mont., Standard. Mr. Hill was recently with the Portland Oregonian and at one time was classified advertising manager of the Seattle Post-Intelligencer.

### Will Manage Portland, Ore., Better Business Bureau

Kenneth Hood has resigned as secretary of the Tacoma, Wash., Better Business Bureau to become associated with the Portland, Ore., Better Business Bureau as manager. He succeeds Frank Tebbetts, who had been acting manager for the last year.

### A. G. McKnight with F. R. Steel Agency at Chicago

A. G. McKnight has joined The F. R. Steel Company, Chicago advertising agency, as a member of its sales staff and account executive. He was formerly with the Gray Advertising Company, Kansas City, Mo.



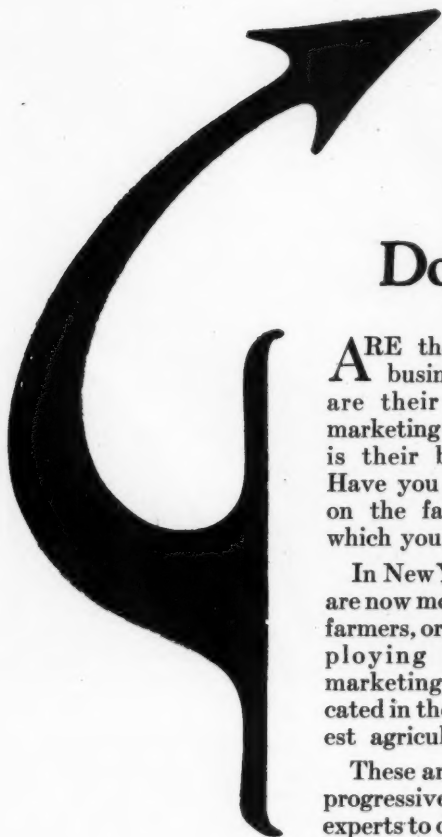
COSMO HAMILTON

Pirie MacDonald

**A**LTHOUGH, at this season, its presentation of new Spring fashions captivates the interest of the best-dressed women in America, Harper's Bazar does not neglect the lure of clever fiction. In March Cosmo Hamilton's new novel begins, and W. J. Locke, Arnold Bennett, George Agnew Chamberlain and Frederic and Fanny Hatton also contribute fiction.

# *Harper's Bazar*

DA R



Do you

**A**RE they hayseeds or business men? What are their crops—their marketing methods? What is their buying power? Have you got these facts on the farm markets in which you are selling?

In New York State there are now more than 100,000 farmers, organized and employing co-operative marketing methods; located in the country's richest agricultural territory.

These are business men, progressive, with a staff of experts to determine when, how, and where to market their products.

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League

# DAIRYMEN'S *League* NEWS

## How your farmer prospers?

Their farming is diversified—the eggs are not all in one basket. Milk business carries the overhead. Checks are received monthly. One association alone does an annual business of \$90,000,000. They spend \$1,000,000 a year in advertising their products.

This is a stabilized market for clothes, food, automobiles; for agricultural equipment, stock feed, seed—for most of the necessities and luxuries of modern living.

You can present the merits of your product to these 100,000 families through the Dairymen's League News.

This publication gains a thorough reading, because it stands solidly behind the co-operative marketing movement. It is farmer-owned and farmer-controlled. Its editorial matter is of sound interest to its readers.

The co-operative marketing movement and the farmers who are employing it warrant your further consideration. Write us today for more facts.

**Dairymen's League News**  
Utica, N. Y.

NEW YORK: 119 West 41st St.  
Phone—Bryant 3463

CHICAGO: 608 Otis Building  
Phone—Franklin 1492

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## No Extreme Industrial Peaks and Valleys in Erie, Pa.

The exceptional feature of Erie, Pa., as a large industrial community is its diversification of manufactures. This insures a constant, stable market all the time.

A number of reasons combine to include Erie in most advertising campaigns:

A sizable market large enough to be profitable (154,000 population).

A stable market of which the future is assured. Because it is not a one-crop town, no depression can give Erie a knock-out.

Erie is easily and economically merchandised by salesmen working western New York state, central Pennsylvania or eastern Ohio.

The Erie Daily Times, 35 years old, so blankets the field that only one newspaper is necessary for complete coverage. Take your pencil and check the A. B. C. circulation figures against the population. This reduces advertising cost and increases net profit.

## Erie Daily Times

A. B. C. Member

Evenings Except Sunday

Representatives

**E. Katz Special Advertising Agency**

Established 1888

New York

Chicago

Atlanta

Kansas City

San Francisco

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# Making the Trade Character Earn Its Keep

How Manufacturers Are Using These Fictitious Characters and Their Value as an Advertising Device

LYDDON & HANFORD CO.

ADVERTISING

SYRACUSE, N. Y.

Editor of PRINTERS' INK:

Will you kindly send us a compilation of articles which have appeared in PRINTERS' INK concerning trade characters?

LYDDON & HANFORD COMPANY.

VERY often the trade character is also a company's trade-mark. The quaint Baker's Cocoa lady acts in this dual capacity. So does "Mr. Thirsty Fibre," the odd character of the Scott Paper Company. Otherwise, the distinction between trade-marks and trade characters is quite definite. As a rule, the trade-mark is smaller. The trade-mark is an identification of origin. Once the mark is decided upon and used it is dangerous to change it or tamper with it. Furthermore, trade-marks are not usually fitted to tell a story.

But the trade character possesses human interest. The character can be made to do anything. Since it possesses human interest it is also capable of creating human interest, and this it does accomplish successfully.

If attention value is the only thing desired, it is not so difficult to select a trade character. Price's Tropikid, who advertises Dr. Price's Vanilla Extract hardly bears any close relation to the product with which he is associated. Yet, the youngster is so quaint and jolly that one's eye is bound to be attracted to the page on which he disports himself. The point is, when only attention is wanted, the design may be entirely irrelevant to the merchandise advertised.

When the character is planned practically to act in the role of a flesh-and-blood salesman, however, more care is required in design selection. Not alone must the character have attention value, but in addition it must suggest and be

typical of the merchandise itself. In this connection we might mention Mr. Thirsty Fibre as a splendid example. He is the personification of the Scott Paper Company's main talking point in selling ScotTissue—the absorbent qualities of this paper.

It is also important to remember that styles change with great rapidity. The costumed figure borrowed from history, paradoxically speaking, because he or she is old-fashioned never goes out of style, but the character dressed in the prevailing mode is doomed to an exceedingly short lease on life.

## WATCH OUT FOR IMITATORS

Another point to bear in mind is that, even more so than with trade-marks, the successful trade character is usually imitated. If the character is such that imitation is difficult to prevent, the design is hardly going to be of any great worth to its original owner.

Only a few years ago the Aunt Jemima Mills Company suffered from this form of unfair competition. It was necessary for the Aunt Jemima company to take its case to the Court of Appeals before the infringement was stopped. There have been many similar cases.

Every once in a while it happens that a company, after spending hundreds of thousands of dollars featuring a trade character, will drop it entirely from the copy or place it in a position of minor importance. The action may be taken for a variety of reasons. Certainly it is not to be regarded as a slight on the trade character.

In fact it has always been a puzzling problem to determine the role the trade character should properly occupy in a company's advertising. Should it be presented regularly as the main feature of each advertisement? Should it

share the centre of the stage with other of the copy elements? Or, is it best to run it merely as a footnote in some obscure corner?

Rule-of-thumb answers to these questions are hardly possible. Many of this country's largest advertisers show a divergence of opinion in this respect. For instance, the Cream of Wheat chef plays an important part in each of that company's advertisements. On the other hand, the N. K. Fairbanks Company has shoved the Little Fairy and the Gold Dust Twins into the background. That happened in 1919. Since then, these two famous trade characters have been given merely incidental treatment or they do not appear in the copy at all. Naturally, the Fairbanks company made this change in policy only after mature deliberation. The reasons for dropping the characters are explained in an article on page 81 of *PRINTERS' INK* for July 31, 1919.

#### GIVING LIFE TO TRADE CHARACTERS

Another question that will arise when the adoption of a trade character is under consideration, or shortly after it has received a prominent position in the advertising program, is the matter of animating the figure. Here again we have a question on which opinion differs. No change has ever been made in the Old Dutch Cleanser figure's pose. On the other side of the fence are the Campbell Kids. They are pictured engaged in all sorts of antics. Perhaps it is safe to say that where the trade figure is the main and dominating feature of the copy, it would seem proper to animate it, at least occasionally. Of course, when that is done the original likeness must be preserved. When, however, the trade character is of merely minor importance in the advertising or where it is also the company's trade-mark, it is best to refrain from tampering with it.

Now that we have briefly pointed out some of the rocks on which the advertiser searching for a trade character is likely to stub his toe, we might take a look at the brighter side of the picture and

see how various advertisers are employing the trade figure successfully for a variety of purposes and in unique ways. One of the first that comes to mind is the Western Electric servant girl. This character was adopted by the Western Electric Company several months ago. At the time the company was desirous of getting away from the advertising of single electric appliances. The plan was to advertise the entire line as a complete household service. The servant girl was selected as a means toward this end.

Samstag & Hilder Bros., of New York, notion manufacturers, are also employing a trade character to bring the family of products under one roof. The "Colonial Mother" is the name of the trade figure. She appears in all of that company's 1923 advertising.

One of the unique uses of a trade character was originated by C. K. Smith, sales manager for R. C. Williams & Co., a wholesale grocery firm. Mr. Smith created an imaginary character called Frank P. Skinner, whose task was to keep the sales force on their toes. Skinner was supposed to be a salesman covering the State of Missouri. He wrote letters weekly to the heads of the company's various departments. These letters were copied and sent to the sales force. So carefully was the plan carried through that Skinner himself appeared at one of the firm's dinners in the person of a vaudeville actor properly costumed. So well did the stunt work that Mr. Smith was able to keep Skinner going well over a year before his freshness wore off.

The Mennen Company has been one of the most successful users of trade characters. Jim Henry is the outstanding example. His relative, Aunt Belle, runs him a close second. Jim Henry made his first public appearance in March, 1915. Today most every man who reads and shaves himself is able to identify the likable Jim Henry.

One of the most consistent users of trade characters is the New York Edison Co. with its well-



# Introducing Mr. Stanley Featherstonehaugh Utridge

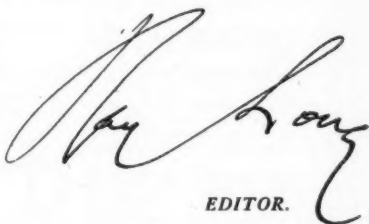
∞

*Only an Englishman can kid an Englishman. And so few Britishers have the sense of humor to see the humor in themselves!*

*That's why P. G. Wodehouse is such a joy.*

*I think I published the first Wodehouse story to appear in the United States, and I've been addicted to him ever since. But I've never seen any stories of his that I liked as well as the series that begins in April Cosmopolitan.*

*Mr. Stanley Featherstonehaugh Utridge, whom he now introduces—Mr. Wodehouse's own name is Pelham Grenville Wodehouse; try to laugh that off—is a worthy successor to Jeeves, Archie and Psmith.*



EDITOR.

Fiction Interprets Life 35 Cents

# Cosmopolitan

America's Greatest Magazine

W. S. BIRD

Eastern Sales Manager

A. C. G. HAMMESFAHR

Business Manager

J. J. BARNETT

Western Sales Manager

known Edison man and his co-worker, the Edison girl. The Edison man was first employed in 1905. In all the intervening seventeen years he has been featured consistently. He appears in practically all of the company's advertising. To put it differently, this trade character is carried right through the entire campaign. In our opinion the Edison advertising illustrates a splendid method of making the trade character earn its keep.

A complete description of the Edison plans was given in *Printers' Ink Monthly* for August, 1922, on page 20. Appended is a list of the articles appearing in the PRINTERS' INK Publications concerning trade characters.—[Ed. PRINTERS' INK.]

(*Printers' Ink Monthly*)

Carrying the Trade Character through All Your Advertising; August, 1922; page 20.

Selecting a Historic Character to Give Product Personality; January, 1921; page 29.

A Campaign Built upon an Advertising Family; November, 1920; page 15.

Peter Henderson and His Seeds; October, 1920; page 15.

(PRINTERS' INK)

Bringing the Family of Products under One Roof; January 25, 1923; page 33.

The "Servant Girl" Campaign of Western Electric; October 26, 1922; page 61.

"Mystery Man" Cements Sales by Predicting Fight Outcomes; September 21, 1922; page 41.

"Your Missouri Pedler" Peps Up Salesmen; August 3, 1922; page 33.

How Mennen Gets Contact with Users of His Product; July 13, 1922; page 61.

Charley Teller Puts Personality into His Bank's Advertising; March 9, 1922; page 130.

Two Thousand Brands Reduced to Three (Scott Paper Co.); February 2, 1922; page 123.

Making the Characters in Advertising Illustrations Register the Sales Story; December 29, 1921; page 94.

Phoebe Snow Returns to Grace the Advertising Pages; September 22, 1921; page 8.

How Cracker Jack Came to Follow the Circus into Town; April 7, 1921; page 76.

Who Is Jim Henry?; February 10, 1921; page 63.

The Reincarnation of Advertising Characters; January 6, 1921; page 150.

Adopting an Advertising Character with No Near Relatives; October 7, 1920; page 113.

San Tox Selects Trade-Mark Which Permits Constant Addition to Line; May 27, 1920; page 41.

Aunt Jemima Comes to Life; March 18, 1920; page 17.

Peopling the Advertisements with Characters That Really Live; February 12, 1920; page 59.

Be Cautious When You Adopt a Trade Character; January 1, 1920; page 69.

Should the Trade-Mark Figure Be Animated?; September 18, 1919; page 60.

When You Hire Your Trade Character—Hire Him for Keeps; August 28, 1919; page 77.

The Famous "Little Fairy" Retires from Centre of the Stage; July 31, 1919; page 81.

The Ghiradelli "H" That Cost Its Firm a Million Dollars; July 24, 1919; page 18.

On Making Advertising Characters Talk—Naturally; June 26, 1919; page 10.

Creating a Trade-Mark Character; May 29, 1919; page 89.

Imitation of a Trade Character Sure to Incur Suspicion; April 5, 1917; page 129.

Making the Trade Name Fit the Particular Appeal of the Line; February 1, 1917; page 58.

How Rastus and His Fellow Shades Sell Cream of Wheat; January 18, 1917; page 3.

How "Battery Bill" Was Made to Avoid the Fate of "Sunny Jim"; November 2, 1916; page 117.

Aunt Jemima Back among the Big Advertisers Again; August 17, 1916; page 92.

The Whimsical Twist That Makes Dull Copy Lively; June 8, 1916; page 76.

How Advertising Has Lengthened the Trains of the Lackawanna R.R.; February 24, 1916; page 21.

Why the "Trade Character"?; May 13, 1915; page 10.

How to Devise "Trade Characters" and Put Them to Work; August 14, 1913; page 3.

## With Flint Printing Company

The Flint Printing Company, Flint, Mich., has appointed Ray Strong as art director and Roy F. Irvin as director of advertising service of its newly organized advertising art and service department. Mr. Strong was formerly art director, and Mr. Irvin formerly in charge of copy and plan, of the Robert Smith Company, Lansing, Mich.

## New Account for Hulscher-Rothenburg, Inc.

Baer Brothers, manufacturers of paints, varnishes, bronze powders and enamels, New York, have appointed the advertising agency of Hulscher-Rothenburg, Inc., of that city, to direct a newspaper campaign in New England territory.

Paul W. Ivey, who was associated with T. K. Kelly in the organization of a salesmanship institute in Minneapolis, St. Paul and Duluth, as recently reported in *PRINTERS' INK*, continues as professor of marketing on the staff of the University of Nebraska.



Sole rights to the reproduction in the Twin Cities of the official Tut-ankh-Amen pictures made under the authority of the Earl of Carnarvon are owned by The Minneapolis Journal. These pictures are an index of the quality of the rotogravure section of The Sunday Journal—circulation now 145,000.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

THE  
BALTIMORE  
SUN  
in February  
carried  
2,084,139  
lines of paid  
advertising--  
a gain of  
306,474  
lines over  
February, 1922

[illegible][illegible]

## The Baltimore Sun's

**February  
Net Paid  
Average  
Circulation**

**Daily (Morning & Evening)**

234,173

**SUNDAY**

**165,029**

**A Gain Over  
February, 1922, of---  
Daily, 8,025  
Sunday, 8,861**

**THE**  
**MORNING**

FIR. MORNING  
FIRS  
FIRS JOHN B. WOODWARD  
Times Bldg. New York  
FI

[illegible]

SUN  
SUNDAY

GUY S OSBORN T  
Tribune Bldg Chicago IL  
331 FIRST

**Everything  
in  
Baltimore  
revolves  
around  
The Sun**

## FIRST FIRST

Who does  
your printing?

**Charles Francis Press**

*Printing Crafts Building • Telephone Longacre 2320*

**461 Eighth Avenue, New York City**

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# Trade Commission Asked to Define Right to "Refuse to Sell"

Cream of Wheat Company Faces Issue Squarely in Its Answer to the Commission's Formal Complaint

JUST how far can a manufacturer exercise his right to "refuse to sell" to customers who do not comply with his requirements with regard to price-cutting? This is a question to the settling of which a deal of eloquence has been devoted, yet which still remains unsettled so far as practical assurance is concerned. In the case against Colgate & Company, for example, the Supreme Court of the United States declared that a trader could refuse to sell his goods to those who did not live up to certain conditions announced in advance, among which was included adherence to price schedules, but this right could be exercised only "in the absence of any purpose" to create or maintain a monopoly. Then came the Beech-Nut case, in which the same court sustained the Federal Trade Commission in ordering the Beech-Nut Packing Company to refrain from maintaining lists of dealers who did not observe price restrictions, and, generally speaking, from carrying out any system by which refusal to sell could be made effective on any very large scale. From the standpoint of the practical man of affairs, not trained in the subtleties of the law, the situation is one in which the manufacturer is told to hang his clothes on a hickory limb, but don't go near the water.

Probably it is impossible to lay down any hard-and-fast limits within which the right to refuse to sell may be safely exercised, and outside of which a concern can clearly recognize itself as a transgressor. None the less it is quite probable that progress can be made in clearing up the debatable ground, and a definite attempt is now being made in that direction in connection with the complaint which the Federal Trade Commission filed against the Cream of Wheat Company last May. In its amended answer,

which has recently been filed, the company sets forth not merely its present practices, but also practices which it discontinued immediately after the decision in the Beech-Nut case, and asks the Trade Commission to pass authoritatively upon their legality.

## A FRANK STATEMENT OF POLICY

The company states, for example, that it now pursues the policy of requesting all those wholesalers who buy direct from it to make resales at not less than certain minimum prices; that it requests them not to divide with other purchasers, and refuses to split cars or make drop shipments; that in some instances it refuses to accept future orders from those who do not observe the conditions; that it sometimes acts upon information furnished by third parties, but does not systematically seek such information; that it states the true reasons for such refusals; and that it sometimes states the conditions, in advance, under which it will refuse to sell. It further states that prior to February 1, 1922, but not since then, it sometimes requested that its customers should not sell to other previous customers who did not comply with the conditions, and wrote letters to outside parties seeking information concerning the habits of customers with regard to resale prices. The Commission is asked to

"(1) Adjudge that Respondent's practices, which are still continued and were not terminated at February 1, 1922, are neither unlawful nor proper subjects of prohibition;

"(2) That the Commission adjudicate and find as to the legality of said practices existing prior to February 1, 1922, but at or before that time terminated;

"(3) That, in case of any of said practices, as carried out or intended to be carried out by Re-

spondent, be found either alone or in conjunction with other practices, to be unlawful . . . then that said Commission . . . do distinguish between those phases of such practices which are not unlawful and those which are lawful, and do suggest or direct by what modification of such practices the same may become free from prohibition to which it is otherwise subject."

The company also goes to considerable length in the effort to inform the Commission as to the reasons underlying the adoption of its policy. It points out, for example, that the product is subject to deterioration if held in stock for any length of time, and that the establishment of the standard price removes the incentive to purchase in advance of current requirements. This insures a steady stream always moving from the manufacturer to the consumer, and prevents the deterioration which would otherwise result. It states that it maintains a certain price in carload lots, and a higher price for less than carload lots; that it refuses to accept orders for carload lots when it is evident that the car is to be "split" among several wholesalers, because this would reduce the number of the company's customers, and further would enable the wholesalers who combined to compete unfairly with others who did not combine. It further states that it maintains a uniform, delivered price to wholesalers in all parts of the United States in order to prevent speculative purchases, and also to preserve the good-will for its trademark in the minds of the consuming public.

"In order further to equalize the net cost of Cream of Wheat," says the answer, "to the various customers of Respondent, and to all purchasers of Cream of Wheat, whether wholesalers or retailers, and for that purpose to obviate the necessity of any wholesaler or retailer of Cream of Wheat incurring any expense for advertising Cream of Wheat, Respondent has always practiced, on a very large and expensive scale, a system of

national advertising by which nation-wide attention is constantly maintained to the desirability of Cream of Wheat as an article of family and individual consumption and thereby a great and increasing demand on the part of the ultimate consumer created and maintained. And Respondent alleges that in only a very few localities does it have a soliciting agent and that it does not employ traveling solicitors or agents to promote sales, but for such purpose relies on its said system of national advertising."

With regard to the company's policy in dealing with chain stores the answer goes into considerable detail for the purpose of getting a ruling on the merits of the situation. The company deals with approximately 5,000 wholesalers, and as a general rule sells only to exclusive wholesalers. For particular reasons, however, a limited number of exceptions (less than 1 per cent of the total number of customers) are made in favor of retailers who conduct a large number of stores, and assume the cost of distribution to these stores. To these retailers the company sells direct, on the same terms as it sells to wholesalers, but requests and insists that the product shall not be resold at less than a certain minimum price per case or per package. The issue is squarely presented to the Commission in the following language:

Where large retailers are made an exception to the general rule of Respondent to confine its sales to wholesalers, the retail stores of such large retailers are in direct competition with other retail stores that pay the per-case retail price for Cream of Wheat and it is necessary in order to prevent a demoralization of the trade and business in Cream of Wheat, that such retailers buying at the wholesale price should not use their advantage in the purchase price in a manner and for the purpose of driving other retailers out of business, not only as to Cream of Wheat, but as to other articles sold by them. Otherwise such large retailers, so sold by Respondent, might, and in many instances would, through the very action of Respondent in making exceptions as to them, obtain a monopoly, locally at least, not only in the retail business of Cream of Wheat, but also in other articles of the retail trade, and Respondent itself would thereby become an instrument and means of an unneces-





## A Keen Student of Newspaper Values

When a Pacific Coast advertiser needs data on newspaper, let him seek the counsel of

### C. George Krogness

To supplement his specific knowledge of the St. Louis trade area, Mr. Krogness has an intimate knowledge of leading newspapers throughout the country.

He can tell you what Globe-Democrat support means in a St. Louis campaign. His statistical maps make the way easier.

Mr. Krogness' office is at 762 Phelan Building, San Francisco.

# Globe- Democrat

*St. Louis' Largest Daily*

sary and unreasonable restraint in trade and of encouraging and promoting unfair competition.

And Respondent alleges that, for the purpose of avoiding the unlawful results hereinbefore stated which would follow from a failure of Respondent to request of such large retailers a minimum resale price, whether at wholesale or at retail, and not less than the prices so requested, Respondent's practice in connection with its selling system is to request such minimum prices in such instances and that in some instances where Respondent deems it necessary for the proper protection of its trade and of trade generally and of the public interest, it has refused further orders from such customers where they have cut the minimum prices so requested; and Respondent alleges that its actions in such regard have been with the intent and with the effect to prevent unreasonable and illegal restraint in trade and to prevent unreasonable and unfair competition and to promote fair and reasonable competition and to preserve the interests of trade generally and of the public generally.

And finally the Commission is asked, in disposing of the case, to make particular and specific findings instead of merely handing out a blanket prohibition. In other words, will the Commission kindly point out exactly what features of the company's policy are objectionable, and tell how they should be modified in order to become lawful? "Otherwise," says the answer, "this Respondent is likely to be compelled to protect its rights, its business and the public interests in respect of the selling of Cream of Wheat, and in trade and commerce generally, against instances of unfair competition by direct and indirect customers of Respondent, by multifarious suits and proceedings before said Commission, not only against customers whose unfair methods of competition are prevented by Respondent's practices, but also by suits and proceedings before said Commission to have made definite any prohibition adjudicated in this proceeding and thereby to have segregated those phases of any practice so prohibited which are lawful from those which are unlawful."

It remains to be seen whether the Trade Commission will undertake the task of setting up definite limits within which the right to refuse to sell may be lawfully ex-

ercised. But whether it does so or not, the issues in the present case are sharply defined, and the results can hardly fail to clear up at least a part of the doubts which exist in the minds of business men with regard to the subject.

### Retail Dry Goods Association Elections

The National Retail Dry Goods Association, at its twelfth annual convention which recently was held at New York, elected George B. Johnson, president of R. H. White & Company, Boston, as president. He succeeds Jesse I. Straus, president of R. H. Macy & Company, New York.

The association also elected the following vice-presidents: For New England, Robert Braun, of the Porteous, Mitchell & Braun Company, Portland, Me.; for the Middle Atlantic States, H. J. Tivy, of Strawbridge & Clothier, Philadelphia; for the South, R. E. Kennington, of the R. E. Kennington Company, Jackson, Miss.; for the Middle West, Elmer T. Stevens, of Charles A. Stevens & Bros., Chicago, and for the West, W. E. Chamberlain, of A. Hamburger & Sons, Inc., of Los Angeles. Lew Hahn was re-elected as managing director.

### Studebaker Sales Increased

The Studebaker Corporation of America, South Bend, Ind., reports net sales for 1922 of \$133,178,881, as compared with \$96,690,643 in 1921; \$90,652,362 in 1920, and \$66,383,307 in 1919. A comparison of the number of cars sold shows 110,269 in 1922; 66,643 in 1921; 51,474 in 1920 and 39,356 in 1919. Net profits after all deductions are given as \$18,086,195 for 1922, as compared with \$10,409,690 in 1921; \$9,822,054 in 1920, and \$9,312,283 in 1919.

### MacLean Publishing Company Advances Staff Members

William C. Dover, who has been on the staff of The MacLean Publishing Company, Limited, of Toronto, Ont., has been advanced to advertising manager of *Bookseller and Stationer*, published by that company.

B. C. Cully, with the company for more than two years, has been appointed advertising representative of *Druggists' Weekly* at the Montreal office.

### New Accounts for Detroit Agency

The W. M. Finck Company, manufacturer of "Finck's" overalls, and the Standard Mortgage & Investment Company, both of Detroit, have placed their accounts with the Fred M. Randall Company, advertising agency of that city.

## ***Another Smashing Gain***

Lineage figures covering total display advertising in Chicago newspapers during February tell another interesting story for national advertisers.

The Chicago Evening American's lineage gain for February, 1923, as against February, 1922, was 30.2%. The other leading afternoon newspaper gained 14.4%.

Which shows the way the advertising wind is blowing in Chicago.

**CHICAGO EVENING AMERICAN**

EVENING

**A Good Newspaper**

# The Largest Farm Paper

*Breeders of Pure-Bred Cattle*  
*Read The Farm Journal*



*Frank Nelson,*

Breeder of Red Polls; Director of the Red Poll Cattle Club of America; Director, Secretary and Treasurer of the Ohio Red Poll Breeders Association; Secretary and Treasurer Ohio Good Roads Federation; Associate Editor Red Poll Journal; Member Farm Bureau, Grange, National Geographic Society, Luther Burbank Society and American Institute of Agriculture. His real sideline, however, is organizing Farm Bureaus. Just now he is "doing it" in Virginia.

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**It Pays and Proves It Pays**

Be

# Circulation over 1,150,000

**F**RANK NELSON, following in his father's footsteps, started at rail-roading, but at the age of 31—in 1892—he “took to farming” in Madison County, Ohio, with a set-up of 360 acres of land, worth \$8000; livestock, worth \$2000; and implements, worth \$1700. Today he has 500 acres of land that you can't buy for \$50,000; between 70 and 80 head of pure-bred Red Polls and other stock valued at \$20,000; and implements that would cost \$5000 to replace. He also has other investments.

To quote the County Agent: “Mr. Nelson's farm is the home of a most excellent herd of Red Poll cattle. His equipment is up-to-date in every way, and everything Mr. Nelson does is thoroughly done.”

Mr. Nelson is an advocate. Incessantly he pleads the cause of the American Farm Bureau Federation. “While the work of organizing the farmer is an arduous task,” he says, “I find in the loyal co-operation of the farmers that sense of satisfaction and reward which follows any effort that makes for betterment of national conditions, as does the installation and progress of the Farm Bureau.”

Mr. Nelson is one of the more than 1,150,000 subscribers who believe in The Farm Journal.

## The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

---

# Believed In for 46 Years

# STAR FACTS

## A STARTLING COMPARISON.

This chart shows graphically The Muncie Star's City Circulation as compared with the Patrons of the various Public Utilities

ESTIMATED NUMBER OF HOMES

STAR'S CITY CIRCULATION

ELECTRIC LIGHT USERS

GAS SERVICE USERS

TELEPHONE SUBSCRIBERS

WATER RENT PAYERS

**In Muncie Homes there are**

4475 WATER RENT PAYERS    7001 USERS OF GAS SERVICE  
5463 TELEPHONE SUB.    8316 ELECTRIC LIGHT USERS

\* 8740 STAR SUBSCRIBERS

\* BY CITY CARRIER, 8459 - NEWSBOYS AND STANDS 281.

*The Shaffer Group*

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*The*  
**MUNCIE  
STAR**

IN MUNCIE ALMOST EVERYBODY  
READS THE STAR

FOREIGN REPRESENTATIVES

**KELLY-SMITH CO.**  
MARBROGE BLDG.-NEW YORK  
LYTTON BLDG.-CHICAGO.

**R.J. BIDWELL CO.**  
742 MARKET ST.-SAN FRANCISCO  
TIMES BLDG.-LOS ANGELES.

# What Can King Tut-ankh-Amen Teach American Manufacturers?

Although He Has Been Dead Three Thousand Years He Has Emphasized Certain Basic Principles of Modern Selling

By Benjamin Berfield

FOR thirty centuries the young king rested there while the desert winds blew the dusts of empires back and forth above his forgotten tomb. Amid his vases of moon-white alabaster, surrounded by the precious things of gold and silver that had been his household trinkets, he was but a dim name in history.

Then suddenly he stretched his hand across three thousand years and his name, Tut-ankh-Amen, became as familiar as the names of the rulers of today.

Margot Asquith appeared in a gown of terra-cotta cloth with a scarab fastening. Jean Charles Worth, of Paris, arose to denounce the new Egyptian fad as something ephemeral and beneath the notice of the best designers. A toy manufacturer, impressed with the fact that the Egyptian king had been protected by a dog, brought out a Tut-ankh-Amen toy dog. A far-seeing gentleman, with visions of large profits easily gained, registered the name of this dead king and warned all infringers that they would be defendants in suits at law. And fashion, ever-sensitive fashion, found itself suddenly in the midst of an Egyptian vogue.

King Tut-ankh-Amen has become so familiar that he has suffered from many forms of *lèse majesté*, until at last he is known as King Tut. But whether we choose to call him by his full name or to shorten it to a form that would have made his regal heart quiver with anger, we must recognize that he has emphasized some fundamental truths about modern business and reiterated some lessons that are always worthy of the attention of the wise advertiser.

The first thing that he has shown is how sensitive fashions

are to new ideas and new events. It was only day before yesterday, for instance, that Franz Lehar wrote "The Merry Widow" and gave his name to a particularly atrocious kind of hat. It was but yesterday that the Russian Empire became a shambles and the old nobility were cast out to wander in many countries. From their wanderings grew up the Russian vogue that made itself felt in everything that had a fashion appeal.

And now Lord Carnarvon, after years of exploration, has opened the tomb of an almost forgotten king; has suddenly put that king on the front pages of the newspapers, and has brought about his ears a flood of telegrams from anxious and enterprising gentlemen who wish to get in on the ground floor, as it were, of this new vogue.

## EGYPTIAN VOGUE WILL PREVAIL THIS SPRING

For spring, Egyptian prints, Egyptian colors, Egyptian silks, Egyptian lasts, Egyptian parasols, Egyptian jewelry, dolls, toys, umbrellas, canes, books, music, bathing suits, perfumery and what-nots are going to find a great deal of space in shop windows and on shop counters and are going to pay profits to those manufacturers who were sagacious enough to see ahead.

Which brings us to the second lesson taught by the good King Tut. Sagacious manufacturers are always intensely alive to any event which can possibly influence the goods they sell. They are always on the lookout for the new, for the idea that will give their merchandise that desirable added touch which will make it sell in preference to that of their competitors.

A study of the business papers

in the fields that are subject to the whims of fashion will reveal page after page and column after column of advertising that might have been written on some barge floating on the Nile.

From Paris comes Ramses perfumery, bottled in crystal bottles that resemble mummies, packed in

the advertisements, as are Nile and Pharaoh.

A call at the office of H. R. Mallinson, president of H. R. Mallinson & Co., brings the information that Mr. Mallinson is in Egypt. However, he has just sent back a cable, in which he expresses his belief in the coming popularity of Egyptian designs. His cable reads, in part:

Cairo.—The opening of Tut-anh-Amen's tomb revealed undreamt of treasures with designs and colors of unsurpassed beauty and form. History repeats itself and, as Napoleon in Egypt one hundred years ago found and copied eighteenth dynasty furniture and thus created the Empire styles, today we shall see an even more extended revival of the ancient Egyptian art and its far-reaching effects may, even cause a distinct epoch of Egyptian fashions—the adoption of flowing robes, a complete change in our jewelry, furniture and decorations.

The richness of the Byzantine period will be surpassed, and with our modern adaptive and productive genius we will produce superb color combinations which will sweep the fashion world in an epoch of historic beauty. Ladies may adopt the khaft or royal headdress and leave off hats altogether. Silk nets with deep borders of faience beads may be much in vogue; the sequin motif imitating mummy beads on materials in gold turquoise and lapis lazuli blues and carnelian red offer great possibilities. Egyptian persea fruits, tiny blue bunches of grapes, rosettes, daisies,

lotus and papyrus flowers and buds can all be copied from their eighteenth dynasty predecessors and may prevail in decorations. A dazzling white ground with the ingense deirelbahri blue applique can be most effective for summer frocks, while black net gold beaded in lattice patterns worn over deep colors will be smart for ballroom wear enhanced by the sumptuous jewelry of the period.

The perfection of Egyptian designs has at last been generally recognized and we shall enter a new era in adopting Egyptian styles as a basis to support our new creations.

Nor is Mr. Mallinson alone. We

**MALLINSON'S  
KARNAVAR**  
READ US NOT OUR  
**SILKS**

THE name "KARNAVAR" has been adopted and registered by us in honor of the Earl of Carnarvon and in appreciation of his extensive and highly successful research in the field of ancient history and art.

The name is applied to a most advanced and most beautiful line of Silks in which are developed numerous Egyptian motifs, in the usual definite and artistic manner so characteristic of all Mallinson original creations.

We predict for "KARNAVAR" Silks even greater success than that accorded BOKHARA, which was recognized by students of silk designing as really responsible for the present prevailing popularity of printed silks.

**MALLINSON'S**  
Silks de Luxe  
"The World's Most Beautiful Silks"  
Armour & 116 Street 120 South State Street  
New York Chicago

ADVERTISING ANNOUNCES A NEW SILK NAMED IN HONOR OF LORD CARNARVON

boxes that resemble coffins. The advertiser emphasizes the fact that this perfumery will be an excellent seller during the present season.

A maker of stylish stout clothing tells the breathless adipose that they, too, can have dresses of Egyptian design. A maker of shoes announces the Luxor sandal. One of the leading silk houses of the country brings out a Tut-anh-Amen silk and another a Karnavar silk. Luxor is a common word in



# Detroit News Offers Still Greater Opportunities

*Sunday News Now  
Has More Than  
270,000  
Circulation*

America's most prosperous city covered by one newspaper! That is the condition in Detroit week day or Sunday. The Sunday News, until the consolidation of the Journal's circulation by the week day News, had the greatest circulation in Michigan and offered advertisers an opportunity unique in metropolitan fields. Today, The Sunday News, with 30,000 more circulation than was shown by the A. B. C. statement of September, offers a greater opportunity than ever. With more than 270,000 circulation; it covers all Detroit and reaches a great circulation in the rest of Michigan.

Week day or Sunday, The News shows a thoroughness of coverage unattainable elsewhere in a field so prosperous, so great and so progressive.

## The Detroit News

*Greatest Week Day and Sunday Circulation in Michigan*

*"Always in the Lead"*

read that another manufacturer has sent two or three cables to Lord Carnarvon himself, asking for rights to all designs. We learn that the worthy Lord is being besieged in his Egyptian

principle. A well-known bond house uses the king's name in a headline and in the copy compliments him for his saving propensities—using the idea to tie up with its own issues. A bank, in

connection with a certain stock, sketches a history of candy, beginning naturally enough with old King Tut himself. A shoe manufacturer goes out of his way to mention that shoemaking is an ancient art and that he follows it with all the skill of the shoemaker who surrounded the Egyptian king, whatever that means. From cleverness to absurdity run the advertisements—but throughout the pages of our newspapers and magazines have been signs to show the tremendous influence that Tut-an-akh-Amen has had on the mind of the advertiser.

But today the tomb has been sealed until autumn and today the copy writer has forgotten that he ever existed. No longer is he mentioned in advertising. Advertisers have turned to newer things and have left him to rest as peacefully as he may in the face of the fall invasion. Timeliness is an essential to good advertising—and when King Tut ceased to be timely he ceased to be advertisable.

On the other hand, he is felt strongly in the current retail advertising, where the progressive business-paper advertising has just begun to bear fruit. You can find department stores devoting their entire advertisements to the new Egyptian influence—and making the lettering and layout

(Continued on page 64)



# Bedell

NEWARK:  
BROAD ST., cor. W. PARK.

AT ALL THREE STORES  
West 24th Street—Thru to 25th St.

BROOKLYN:  
FULTON ST., near HOYT

Sponsors the Tut-an-akh-Amen Influence in

Silhouette and Embellishment in

## Spring Apparel

Capricious Fashion, ever in quest of the New, delves into the realms of the Pharaohs for inspiration—bringing forth new creations for the idealistic woman who appreciates art in dress.

Bedell, always responsive to the current and ever changing trends in fashion, takes the initiative in presenting the Tut-an-akh-Amen silhouette, colorings and artistic embellishment—exquisite and fantastic embroideries, colored and artistic prints—inspired by the delicately wrought Egyptian carvings of three thousand years ago.



Just as the ancient tombs are replete with their rare works of art, so the Bedell Saloon displays a magnificent ensemble of brilliant attire for Springtime. As each treasure has its own particular beauty, so is there a treasured beauty in Bedell Apparel—each with an individuality so pleasing to the feminine heart.

Whether it be the fashion that is influenced by the mode of three thousand years ago, or the fashion inspired by other sources, the particular woman or man may always look to Bedell for first presentation. And to present the newest fashions in quality fabrics and at moderate prices has at all times been the ideal and achievement of the Bedell shops.



### Spring Coats

Wings that sit on the side have the straight, clinging silhouette. Sports make in rugged new modes.

Swiss-Style  
\$15—\$15—\$15  
Custom Made  
\$45 to \$75

### Suit Costumes

Contrasting silks and suit—the beauty to achieve Egyptian motifs with subtle patterns.

Swiss-Style  
\$20.75 to \$150  
Custom Made  
\$24.75 to \$175

### Spring Frocks

Egyptian motifs, Paisley, Renaissance draped silks in special patterns and alluring prints. Dresses extend from ornate Egyptian bustles to front.

\$25 to \$75

### Trig Skirts

Delicately fashioned of black and checked Camel's hair and rich Printed Crepes in Photo-shaded tones.

\$6.98 to \$18

### New Sweaters

A smart adjunct to the Spring wardrobe. Fashioned of Silk, Fibre and Woolen in Slips and Coll Coat models.

\$5 to \$49.75

### Smart Frocks of knitted silk and Wool

up to \$75



THE TUT-ANKH-AMEN INFLUENCE A THEME FOR TIMELY COPY

residence by whole armies of designers seeking material.

And what has King Tut-an-akh-Amen done to advertising?

It has always been the principle of the alert copy writer to make his copy as fresh as the day's news, and he has again illustrated his ability to follow his

Automotive accessory dealers and manufacturers realize the wonderful purchasing power of **THE PRESS** by using more advertising in this great paper than in either *The News* or *Plain Dealer*.



The following daily figures for the entire year of 1922 indicate the advertisers preference in lines:

<b>THE PRESS</b> .....	98,012 Lines
<i>Plain Dealer</i> .....	69,215 "
<i>The News</i> .....	30,066 "

Moreover, **THE PRESS** carries more automobile tire advertising than *The News* or *Daily Plain Dealer*. This is conclusive proof and evidence of the advertisers' faith in **THE PRESS** as Cleveland's greatest daily newspaper.

#### ALLIED NEWSPAPERS, INC.

*Publishers Direct Representatives*

New York      Chicago      Cincinnati      San Francisco  
St. Louis      Atlanta      Cleveland

*Member Audit Bureau of Circulation*

*The* **The Scripps-Howard Newspapers**  
*Including the Scripps-McRae League*  
**CLEVELAND PRESS**  
DOMINATES GREATER CLEVELAND



## Vital Advertising Lesson Taught by Wireless ~

The great broadcasting stations send out their messages to half the world but these messages are RECEIVED only by the instruments tuned to the proper wave length.

In a spectacular way, this demonstrates perfectly the important business paper principle of *selective* circulation. The good business paper automatically selects and sifts out of the mass all the men or concerns interested in the same materials or processes. It segregates them in one group just as certainly as though gathered in one room.

Moreover, the business paper reader must *voluntarily* tune in. He voluntarily indicates his desire to receive the messages, and pays money for the privilege.

THE ASSOCIATED BUSINESS PAPERS, INC.  
100% A. B. C. Audited — Reaching 54

This carries the process of selection still further, for the man who *invites* a business paper to be his business or professional guide and counselor is the seeker after knowledge, the progressive man, the most desirable of customers.

Adjust your advertising messages to the business paper WAVE LENGTH, and not one signal will be lost. *Concentrate* your advertising energy on real buyers of your goods, in A. B. P. mediums, and you will be assured of interested listeners, all tuned in and in a receptive frame of mind.

Make the intensified, highly specialized **READER INTEREST** of the good business paper a working factor in your sales department.



Headquarters, 220 West 42d Street - New York  
Different Fields of Trade & Industry

consonant with Egyptian ideas. Their windows are full of Egyptian silks and jewelry. Their counters are laden with merchandise that has Egyptian coloring or is of Egyptian design.

Yes, King Tut-ankh-Amen has reiterated some fundamental principles. He has taught that wise manufacturers must be sensitive to popular interests. He has shown that Fashion is always looking for something new on which to hang her ideas. And he has made us see once again that advertising is perhaps the most malleable of modern economic tools.

Advocates of standardization may seem to be facing insurmountable barriers when they see what a large percentage of merchandise is subject to changing influences. But after all King Tut-ankh-Amen hasn't dealt them a particularly lusty blow.

Standardization has made its greatest progress in fields where King Tut is still only an interesting name. In the fields that the king has influenced it depends for its support not so much on design as upon certain basic principles. Its advocates realize that it is impossible to make women wear one kind of universal gown or men, for instance, black neckties—and black neckties alone.

After all King Tut has helped standardization—by bringing to bear a strong influence toward the use of one class of design.

Paris thunders against the new Egyptian styles—and yet goes on making gowns that show their influence. Pages are taken in business papers to say that the vogue is ephemeral—but that is not news. Ephemeral is a synonym for vogue. Of course the buyers of the so-called exclusive merchandise will frown upon things Egyptian—but that won't make a great deal of difference to Sadie and May and Alice. And out in Butte or down in Birmingham the retailers will continue to stock their stores with goods that bear the impress of the influence of King Tut-ankh-Amen.

Of course the vogue will die out. But in its very dying it will teach still another lesson—and that is

that the wise manufacturer knows how to get out from under. Some advertisers are going to suffer losses when the boom collapses, but most of them will sense that the collapse is coming and will be comfortably awaiting it when it arrives.

Despite all the cartoons and vaudeville jokes that have been made at the expense of King Tut, there is still one other angle that causes a certain amount of amusement. One wonders what the press agents think about it all. After years of turning out splendid ideas at nothing per idea—as far as newspapers are concerned—they see an Egyptian, and one who has been dead three thousand years at that, scooping valuable space that they could never buy. The situation has its pathos. But then the press agent has never been able to distinguish the difference between real news and the fact that a man's wardrobe should cost him \$4,662 a year.

Tut-ankh-Amen has had a great influence—and it will be felt for several months to come. But eventually he will fade into the archives of archeologists, will join the front-page alumni, and will give place to some other equally interesting idea. But his lesson remains behind him.

### **"Paint the Paint Trade" Advertised**

The Save the Surface Campaign, paint and varnish manufacturers' organization, is now advocating the principle of practicing what one preaches. With the slogan "Paint the Paint Trade," business papers are being used to urge dealers to paint their own places of business. There is said to be 40,000 hardware dealers who sell paints, and an equal number of master painters.

### **Staff Changes of Electrical Trade Publishing Company**

Douglass G. Pilkington, formerly manager of the Cleveland office, has been appointed manager of the New York office of the Electrical Trade Publishing Company, Inc., Chicago, publisher of the *Jobber's Salesman*.

H. F. Frick, for the last nine years with the *Electrical Record* in the Central West, succeeds Mr. Pilkington as manager of the Cleveland office.

# Douglas Brown got his feet wet yesterday



"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebros of the earth. They are the people who read the advertisements."

WILLIAM MCFEE in "*Casuals of the Sea.*"

## Douglas Brown got his feet wet yesterday

**D**OUGLAS BROWN and Junior Warburton tried their hands at bridge building in Elm Street creek yesterday afternoon. The principal results were a muddy creek—and very wet feet for two 8-year old boys.

Douglas sneezed shortly after his arrival home. It was an emphatic sneeze, and it sent Douglas instantly to bed. A red hot mustard bath, a steaming lemonade, ointment vigorously rubbed across a burly little chest by an anxious mother; and Douglas was soon glowing beneath two pairs of blankets, a comfortable and a quilt.

The care of Douglas unfortunately entailed a last-minute cancellation of an engagement for bridge at the Van Zandts. But, needless to say, that was lightly borne in the face of the greater grief in the little blue nursery up-stairs.

“To think,” Mrs. Brown bewailed to her husband, “that only Monday I bought him new rubbers, new leggings, a heavy overcoat—an entire new outfit to keep him warm and dry. It isn’t as if I were like some mothers who let their children



run around in all sorts of weather with any kind of old clothes at all . . . . .” And she couldn’t quite be comforted.

Now, as might be expected, Douglas is up and about again to-day—confined to the house, it is true, and nursed and mothered and scolded a bit. And you may smile indulgently, if you will, at the anxious concern of Mrs. Brown. But it is the solicitude of the Mrs. Browns—all the Mrs. Browns everywhere—that makes the wheels of the world go round.

You may be sure in the first place that Mrs. Brown will surround the health and welfare of her children with every safeguard: the best of food; the most comfortable of homes; the warmest and most durable clothing. And if in spite of her care, the younger Browns wander from the path of conduct prescribed, Mrs. Brown will be amply competent to cope with whatever consequences ensue—whether they be wet feet or stomach aches or barked shins.

For no matter how absorbed the Browns are with the problem of getting on in the world, of getting more out of living, they are eternally conscious of the joys—and responsibilities—of parenthood. They are, in fact, the kind of people who feel their children most deeply. Such real people are the Browns.

One of the reasons why *The Designer* owns to so favored and familiar a standing with Mrs. Brown, is because it is so intimate a part of Mrs. Brown's family life.

Be sure, if yours is a product contributing to the health and welfare—or beauty either—of the Brown home, it can lend a part of its standing to you.

# *The* DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC.  
NEW YORK



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# The Window-Display Principle in Newspaper Advertising

Denver Bank Gets a Hearing by Means of News Illustrations with Brief Copy

THE idea underlying the present unusual newspaper advertising of the Bankers Trust Company, Denver, is so simple that some readers are going to wonder why they didn't think of it first. And it is as effective as it is unusual. It has produced the most successful advertising, by far, that the Bankers Trust Company has ever done.

A given advertisement in the series, in the words of Allen Herrick, the bank's advertising manager, "is sure to succeed. There isn't any guesswork or theory about it. We've already proved it out."

The advertising has been "tested" in the bank's display windows.

The thought which came to Mr. Herrick several months ago was that principles he had found successful in window advertising would "work" in newspaper advertising. The trust company had had unusually effective window displays, in that they produced results. Through its windows, the Bankers Trust Company distributes throughout the year large quantities of advertising educational booklets, budgeting blanks, savings banks, etc. One week, recently, a single display induced upward of 500 people to enter the building to obtain a free booklet at the information desk.

Trying out one display idea, then another, and closely checking results, Mr. Herrick arrived at certain basic policies. A great many of his displays have been conceived around a formula, so to speak, of which the display here described will serve as an example.

Occupying the centre of the window was a "facsimile" rectangular stack of currency. Imitation one-hundred-dollar packets of \$1 bills were used to make it. The only real currency in the

stack were \$1 bills, a single layer of them, on the top. The imitation bills in the packets, only the edges of which the onlooker saw, were cut from the green pages of old telephone directories.

A window card explained that the stack was not genuine. "Only the top of this pile contains real currency; the balance conforms to regular money only in size."

"A pile of currency four times this size would equal a million dollars.

"This bank frequently buys bond issues of a million or over.

"Securities Division"

Having been carried along thus far, the onlooker observed a less obtrusive unit in the window display—a card at one side on which was a large photograph of the securities department and a statement concerning its functions. However, our point is not with this, but with the big stack and the explanatory card. These were embodiments of Mr. Herrick's formula;

A powerful attention-getter and interest-arouser, something that would stop people hurrying by and draw them to the window. In association with the attention-getter, a card, getting home a message. In support of this, other window material, display cards, etc.

Instead of an actual object, as in the case of the imitation stack of money, the attention-getter and interest-arouser might be a pictured object or scene—an enlarged photograph, a painting, or a sketch. For example, recently, offering a bond issue, the trust company used in a window a large sketch of the big plant to be built with the proceeds of the loan.

Whether the agent used was an enlarged photograph, a large sketch or some other object, Mr. Herrick observed that if the win-

dow was successful, and made people stop, invariably the on-lookers would read what he said in explanation on the card. They read it, it was apparent, because obviously it told something about the thing that had got their attention and interest. Some peo-



ONE AFTER ANOTHER, INTERESTING FEATURES ARE DISPLAYED IN NEWSPAPER SPACE

ple would actually be induced by the card to stop. The picture or object they would "take in" as they passed. Catching sight of the obviously explanatory card, curiosity would be aroused as to what it said. So the passer would stop. Mr. Herrick, accordingly, arrived at this principle:

"The most valuable space in the window is on the card placed below the picture, or other object, which draws the public to the window. The public will always read this card. Anything I put on it I can be absolutely sure will enter people's minds."

For a long time the Bankers

Trust Company used a distinctive type of bank newspaper advertising similar to these window displays. This was of a newsy character, and small photographs added to interest value. When the idea of applying the window principles to the newspaper advertising came, the bank took two ideas and combined them. It used the words "Bankers Trust News" as a headline. Then the space below was treated just as a display in the window.

Taking up most of the space was a large half-tone reproduction of a photograph, used as an attention-getter and interest-arouser. It was something that would stop and make people look into a bank window—possibly it had actually done this—and therefore it would make them stop and look, glancing through a newspaper, at an advertisement. Below it was a "card"—two or three sentences of explanation. Just as passers in the streets would read the brief message on "the most important space in the window," so would they read this explanation. Anything the bank wanted to say there was sure to be read. This was the total of the advertisement.

Advertisements in the series have been two columns by seven or eight inches.

As the basic idea has been developed in the present campaign, some differences between window and newspaper space have been turned to advantage. A recent advertisement pictured a Bankers Trust Company official standing behind a large collection of bonds. The company frequently uses bonds in window displays, but, for patent reasons, not in large amounts. Further, even though it were practical to display them so, it would not be practical for a bank official to stand behind them all the time. The legend below the half-tone of the official and the big bunch of bonds read:

"Keeping account of the many securities owned by a modern banking institution is no snap, according to Ralph De Swatte, Assistant Secretary of the Bankers Trust Company. He is shown

# Another Proof

(This Letter Reproduced by Permission)

OFFICES:  
BOSTON  
NEW YORK  
CHICAGO  
ST. LOUIS  
SEATTLE  
PORTLAND  
PITTSBURG  
LOS ANGELES  
PHILADELPHIA  
SAN FRANCISCO  
EL PASO  
WAREHOUSE  
AT CHICAGO



**Boston Woven Hose & Rubber Co.**

WORKS:  
CAMBRIDGE AND PLYMOUTH  
MASS.  
POSTAL ADDRESS:  
BOX 547 BOSTON  
CABLE ADDRESS:  
"DEVONSHIRE" BOSTON  
CABLES:  
A.B.C. TELETYPE AND WIRE  
PRIVATE WIRE  
CONNECT WITH PRIME AND  
W. TELEGRAPH SYSTEMS

RECEIVED BY REC/GZ



POSTAL ADDRESS:  
BOX 5077

Boston, Mass.  
Jan. 15th, 1923.

The Christian Science Monitor,  
Boston, Mass.

Gentlemen:

We hold The Christian Science Monitor in especially high esteem as an advertising medium and also as a newspaper.

The results we have obtained from Monitor advertising, covering a period of years, have been very satisfactory and have been marked by the noticeably high type of inquiries received.

We have, therefore, been educated to look to the Monitor not only for results, but for the highest class of results.

Very truly yours,

*Paul E. Smith*  
Advertising Manager.

**A** LARGE and ever-increasing number of manufacturers of nationally-distributed and nationally-advertised products, as well as a world-wide group of retail advertisers, have learned, through consistent use of The Christian Science Monitor as an advertising medium, to expect unusually satisfactory results. Very likely the Monitor can help you in nationally merchandising your product.

## The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

Member Associated Press

Member A. B. C.

Published in Boston and Read Throughout the World.

here with over \$2,000,000 in securities now on the bank's investment list. Western farm mortgages, municipal bonds and corporation securities comprise the largest part of the total."

Creating for the newspaper advertisements some of the "real" quality which a window display, containing material objects, possesses, and a picture ordinarily does not, the bank has used reproductions of actual photographs exclusively, and, further, to the extent possible, has got a person into the picture.

The company advertised for its savings department, and in particular for the good-will of boys and girls, by showing its liking for them with a photograph of a husky, smiling boy pushing a heavy lawn-mower—the latter apparently as wide as they make them. The card below said:

"Many Denver school boys earn money at odd jobs in summer. This picture shows one of the youthful depositors of the Bankers Trust Company who has increased his bank account by cutting lawns."

Farm mortgages were advertised with an illustration showing human hands holding one. Where literature is pictured, a human hand or hands always appears in the picture. The card in this case read:

"One of the latest improvements in the investment field is the plan of issuing farm mortgages in convenient denominations of \$500 and \$1,000, for sale to investors. This picture shows one of the \$1,000 farm mortgages of the Bankers Trust Company."

The picture is occasionally of a farming or other scene, with a card such as this below:

"The State of Arizona is rapidly attracting attention by reason of its splendid roads and municipal improvements. This picture shows a stretch of highway near Phoenix. Arizona bonds appear frequently on our investment list."

One advertisement featured the "action" golf photograph of a Bankers Trust official, Mr. Swan. The card explained that Mr. Swan

had just won the cup competed for annually by Denver bankers.

The text used is never more than three sentences, sometimes only two, and the sentences are short ones at that. This bank advertising is based on the principle that contact with the reader is the first problem. It uses a window-advertising principle to get contact. While it has this contact—realized to be a fragile thing—it gets home what window advertising has shown can be got home—two or three sentences.

In these two or three sentences, the copy writer uses his cleverness to get into the reader's mind something of importance.

Measured by public response to them, these advertisements of the Bankers Trust Company have easily surpassed previous campaigns.

### D. F. Walker Joins Clinton, Ind., Chamber of Commerce

Donald F. Walker, recently with the display advertising staff of the Indianapolis *Star*, has been elected secretary of the Clinton, Ind., Chamber of Commerce. Mr. Walker was formerly director of publicity of the Terre Haute Chamber of Commerce, and at one time advertising manager of the Evansville, Ind., *Journal*.

### New Advertising Business at New York

J. H. O'Neil, recently assistant advertising manager of Dobbs & Company, hats, New York, and the Crofut & Knapp Company, hats, South Norwalk, Conn., and F. R. Doulberry, who has been engaged in art work for a number of years, have formed an advertising business at New York under the name of the O'Neil-Doulberry Company, Inc.

### Quaker Oats Company Earnings

The Quaker Oats Company, Chicago, after Federal taxes and depreciation, reports net profits for 1922 of \$4,633,279, as compared with \$2,632,716 for 1921; a deficit of \$5,824,925 in 1920, and profits of \$2,879,894 in 1919.

### Winnipeg "Tribune" Appoints Verree & Conklin

The Winnipeg *Tribune* has appointed Verree & Conklin, Inc., newspaper representatives, New York, to represent it in the United States.



# FIRST!

**I**N FEBRUARY, THE WORLD gained 675 columns of advertising, or 287 columns in excess of the increase of its nearest competitor. It thus enters 1923 far in the lead of its entire field in the matter of gains.

## First Two Months of Year, Morning Papers

	COLUMNS			
	JANUARY		FEBRUARY	
	GAIN	LOSS	GAIN	LOSS
THE WORLD . .	732	—	675	—
The Times . . . .	214	—	93	—
The American . .	207	—	—	42
The Herald . . . .	—	156	23	—
The Tribune . . .	—	178	129	—
The News . . . . .	228	—	388	—

February constitutes the tenth consecutive month that THE WORLD stood first among New York newspapers in the size of its advertising gains. For the first two months of the new year it shows an advantage of nearly 800 columns in gain over the advertising increase of its nearest competitor.



MALLERS BUILDING  
CHICAGO

PULITZER BUILDING  
NEW YORK

FORD BUILDING  
DETROIT

# Preferred...by

---

**C** The Sunday Chicago  
Herald & Examiner's  
net paid circulation  
for February averaged  
over

1,000,000

---

## Chicago Herald

NEW YORK: 1819 Broadway  
SAN FRANCISCO: Monadnock Bldg.



# Over a million

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**C**In no other American newspaper can an advertiser reach such a mighty audience....at such an exceptionally low milline rate.

---

## and Examiner





## Which Shall Be Yours?

Much mailed advertising traverses an uninterrupted way from the mailing to the waste basket, where it lies unhonored and unsung, and what is more to the point—unread! Other such matter stops at the recipient's desk and delivers its message—perhaps it is preserved.

The difference between the two is evident—attractiveness and the lack of it.

We have built a million dollar plant in twelve years on the attractiveness of our product—fine illustrated magazines and the larger editions of advertising matter.

*An inquiry from you  
entails no obligation*

**NATIONAL CAPITAL PRESS**  
1210-1212 D Street N.W., Washington, D. C.

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# What Can Be Done with the All-Over Background

Black and Intermediate Shades of Gray as the Foundation for the Advertisement, and Possibilities in the Way of Superimposed Text

By a Commercial Art Manager

**A**N advertiser of some importance once said that he never wanted to do anything in any of his campaigns which could not be analyzed as possessing logical cause for existence. In brief, everything in every advertisement, down to the smallest details, must serve a useful purpose. He would not introduce a certain element merely because it happened to be pretty, or because it provided artistic balance.

The method is not such a bad one. The inclination, very often, is to crowd advertising space with non-essentials and to quite overlook things which might have added materially to the productiveness of the message.

We once knew an opinionated man, interested in his own advertising, who suffered just one weakness: he was ardently fond of large areas of black. He worked on the assumption that if you use more ink than those around you, your advertising display will be proportionately stronger. He managed to get into a deal of trouble with some publications. Where aggressive and often unsightly blotches of solid black appear on a page, they "break up" the beauty, the grace, the artistic color-continuity.

The newspaper method is quite simple: the service men either have these heavy masses stippled in white, thereby cutting down their strength from one-half to one-third, or they dispense with the blacks entirely, and present that area in outline. The wise advertiser prepares his own plate in advance if he wants to be certain of meritorious handling.

The most common inclination is to build an advertising display with a solid black background, against which type and illustration are superimposed in white. Black

can be exceedingly funereal and depressing when unwisely manipulated. It has the strength which comes with brute force—a giant in sombre black robes. Where it is employed in newspaper space, the results can never be promised in advance, even when the publication agrees to run it exactly as sent in.

## BLACK SURFACES PRINT POORLY

For these large surfaces will not absorb sufficient ink on fast presses, and on porous news stock, to print brilliantly black. They are gray, blotchy, and white type is well-nigh lost because of lack of contrast.

All this connects up with our opening paragraph and the man who insisted upon having every detail of an advertisement justify its use, in a business way. All-over backgrounds of black or in tones of gray, range from a deep tone, permitting the use of superimposed white text, to the most delicate shades, on which black type can be safely employed.

These striking contrasts and back-drop planes of black or gray should be used only when they can be analyzed as accomplishing a definite objective. They should be used with a reason. Do they fit in with the selling scheme of the campaign? Are they a part of the preconceived plan?

Our friend of the massed blacks was finally compelled to go easy on this form of advertising, because of complaints from his own trade. Salesmen told him that a year's activities in magazines culminated only in an impression of crêpe and dismal depression. Whereupon, the advertiser managed to create very good reasons why this favored black background should be used.

In a series of six trade-paper

advertisements he had time-exposure views made of his three great factories, working at night. Only the picturesque ghost of the buildings could be seen, skeletonized by windows, and an occasional furnace glare. But they were most pleasing and attractive.

It will be easy to demonstrate instances of this.

In the planning of a series of magazine advertisements for Chateau Frontenac, the Canadian Pacific Railroad settled upon several points of continuity in the physical expression of the campaign.

One, as the objective was to draw people to Quebec during the winter months, when ice carnivals and other seasonal sports were in progress, concentrated upon the attractive picturing of snow scenes. Illustrations were designed to feature glistening white landscapes, animated by figures in action.

And in order to bring out these whites, the entire area of the advertisement, in each instance, was covered with an absolutely even gray tone, delicate yet always providing sufficient contrast to intensify the gleaming snows.

These gray background tints, however, in no wise interfered with the legibility of text, set in bold, easily read type of a heavy face. Illustrations were confined to sharply defined shapes against the

gray, their blacks skilfully placed.

Thus, the all-over gray background became one of the tangible assets of the campaign, individualizing it, giving it continuity and setting off its specific features. When a layout's foundation can lay claim to such advantages, it justifies itself in every possible way.

Gray backgrounds, rich in color, and often shading down to a close approximation of solid black, are invaluable, at times, as mounts for photographic illustrations, and when made to cover the entire area of the advertisement, give it a rugged, compelling quality.

Where the photographs are con-

*A Canadian Pacific Hotel  
Along Old Quebec*



**Try Winter Sporting in Quebec!**

There's more Quebec than a sports paradise. The thermometer may say, but the sun feels like 50. The ice is superb, but the sun speeds up your blood. The snow is deep, but an endless indoor outdoor play. It's atop this spot that stands Chateau Frontenac. A huge, towering castle. Restaurants à la Paris. Apartments à la New York. In front the Chateau, Dufréne Terrace. Here are Quebec's famed toboggan slide, its skating rink, its disjunct. Here the snow-shoe clubs hold their races. Here the Eskimo dog teams start. . . . When you get all aglow with the outdoor, keep indoors. To a roaring logfire, a steam-heated, and your own room, furnished and bath-equipped after Canadian Pacific standards. . . . Join the jolly winter crowd. Come up January and February. Let the Canadian Pacific Office plan your trip now. In New York, 44th Street and Madison Avenue. In Chicago, 140 N. Clark Street. Or, write Chateau Frontenac, Quebec, Canada.

**CHATEAU  
FRONTENAC**

SEASONAL COPY IN WHITE AND GRAY

The text explained why great demand for the product made night work necessary. These statements, together with a name-plate, comprised the sole text, and it was superimposed in white on the black night views, which were permitted to extend to the extreme limits of the space. Nobody could criticize or complain, because the selling argument was sound, and you can't make a night picture without solid blacks.

The more successful solid-tint, over-all background effects are those where some basic idea makes them necessary, or when their very weight of color assists in elaborating some unusual artistic plan.

Mar. 8, 1923

PRINTERS' INK

79



During the past year, Kline's, woman's apparel store, placed 17,334 lines more advertising in The Star than in any other St. Louis newspaper ~



**THE ST. LOUIS STAR**

National Advertising Representatives

**STORY, BROOKS & FINLEY**

New York

Chicago

Philadelphia

St. Louis

Los Angeles

San Francisco

picious for vigorous contrasts of light and shade, the all-over gray assists in bringing both out admirably, and intensifying their relative values. A photo print of this character will show off to far better advantage on a smooth-toned

shade providing the best contrast. Art departments should keep all of them in stock, for convenient reference. The textures of the cardboard also vary, to suit the character of the work to be done. These papers come in a smooth, highly polished surface, or in more porous, "fuzzy" textures.

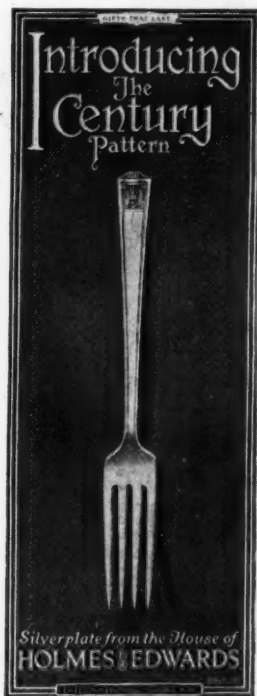
If, in addition to the mounting of photographs, there is to be accessory illustrative effects in line or wash, this smooth-surface cardboard is, of course, preferable, as it presents a working base for pen or brush. A word should be said in regard to mounting prints: carelessly or unprofessionally done, results are apt to give the engraver numerous handicaps.

Where a subject is silhouetted, as, say, a figure, and its form unconventional, ragged, irregular, infinite patience and skill is necessary. The photographic paper is apt to crack easily, curl up at the outer edges, cast "shadows" and refuse to "stay put." Library paste is used, with heavy weights to keep the subject pressed down and in place until it "sets," but if any of this paste works out from beneath the print and onto the gray paper surface these defects and blemishes will show in the plate. In other words, the slightest marks on surface paper show up in the final engraving. Rubber cement, painted inside tracings of the print, and backing up the photograph, seems to be the most approved method—and the safest. Bevelling the outer edges of silhouetted prints is a wise precautionary measure.

Do not use cardboard where the tints are even slightly off real gray: the slightest hint of red, of green, of yellow, in such tinted surfaces will inevitably deceive in the engraving, for they reproduce several degrees darker than might ordinarily be expected.

Properly handled, the all-over background gives compelling display. A series for The International Silver Company visualizes the shrewd use of the idea. But it should be noted that everything is very simple: a single product,

(Continued on page 84)



BACKGROUND SERVES TO ENHANCE VALUE OF THIS DISPLAY

gray background than when silhouetted against plain white paper.

It is surprising with what ease and rapidly pleasing compositions can be put together on the prepared backgrounds. There may be had, from sample books, large sheets of cardboard, ranging in color from a peculiarly jet black to the gray so delicate it is just off pure white. Some twenty different grays come in this line, and it is therefore possible to select the



## Hours added to productive time

The use of Giant Ads means hours added to the productive time of the Copy and Art Departments. After the national copy is prepared, the copy men and artists are through. No special copy to write, no illustrations to prepare, no proofs to read and revise. Time heretofore given to this work can be spent on the major task of preparing advertisements for the national magazines.

There is a saving of time in the production department also, for we take care of the *entire job*: no special engravings, composition or electrotypes are needed. One company to deal with instead of three or four.

Giant Ads are reproduced by Photo-Offset in any size up 38" x 50" in black and white or colors. All we need to work from is a good press proof; in the case of color advertisements, proofs in black of each of the progressive plates.

Write or phone for rate card, descriptive booklet and samples.

NATIONAL PROCESS COMPANY, Inc.

117 East 24th Street, New York

PHONE: Madison Square 3680

PITTSBURGH OFFICE: CENTURY BUILDING

PHONE: SMITHFIELD 1162

# GIANT ADS

## A Message for All Men Who Buy Advertising:

WHEN a magazine is recognized as symbolic of perfection in fiction, articles, illustrations and typography, it is obvious that further progress must be registered chiefly in its circulation growth.

For no magazine can appreciably improve the merit of its fiction when it already publishes the works of the best authors of the day. Nor can it increase the interest and educational value of its articles on problems of modern times when it publishes the writings of the keenest students of the world's affairs.

Again, a magazine cannot present finer illustrations when it already uses none but the works of the leading artists on two continents. And finally, any improvement in mechanical appearance is well-nigh impossible in a magazine that offers mute evidence of the advance in printing and typography.

---

### *Hearst's International*

A LIBERAL EDUCATION



But it can register progress in its circulation growth. Such a magazine should make big increases in circulation, for superior qualities in a magazine bring their just rewards, exactly as they do for any other product.

Hearst's INTERNATIONAL has made good in a big way from an editorial standpoint, and is making good in a bigger way by its rapid circulation growth. Each issue shows a startling increase over previous numbers, and now, as this is written, the 450,000 mark has been attained. (*This figure is purposely made conservative.*)

When the schools of literature and art produce better writers and artists, Hearst's INTERNATIONAL will have them. When the printing crafts excel the splendid work of today, Hearst's INTERNATIONAL will be the first to register the change.

And in the meantime, Hearst's INTERNATIONAL will continue to show marked progress by its growth of worth-while circulation, and thus become an even greater advertising medium for advertisers who seek wider markets and more effective distribution.

ROBERT P. DAVIDSON  
*Business Manager*

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*Hearst's International*

A LIBERAL EDUCATION

reproduced practically same size, an introductory headline, large in size, and a name-plate of almost equal strength, with no intermediate text. It is a poster display, and, as such, is to be highly commended. The white lettering is actually cut out white on the plate, and to make legibility certain, black shadows force it into the eye, although the background gray is so dark as to provide essential contrast were it omitted.

The object, a special-pattern fork, is retouched with equal simplicity. The glint and gleam of silver and the shadow in black fairly lifts the fork from its background. The gray foundation for layouts is perfectly satisfactory when contrasts are provided, and when small type is not superimposed. Here again, in the case of the Holmes & Edwards half page, gray is used with a selling purpose. The all-over effect really constitutes a view of the product in its plush case. The attractive silver fork looks as if it might be lifted out of the magazine page.

The tendency is to attempt too much on gray and black backgrounds: to congest them; to employ too many small units. A single striking illustration, rich in contrasts, and a minimum amount of text, are necessary safeguards.

Absolutely even tints are preferable to mottled or blends of tints. And the artist is prone to miscalculate the relative values of these background colors, where the original is made many times larger than its final reproduction. Reduction means a tendency to darker values. The same-size original, therefore, is advisable. You know exactly where you stand all the while.

Selecting a subject which makes the background "part of the picture" and a part of the very idea, justifies the use of this form of layout. A steamship company handled the problem in a neat manner. Six themes were chosen which made the gray background well-nigh indispensable. One, for example, was a view of a beautiful harbor, at dusk, just as the lights were beginning to twinkle

in tropic homes. The gray of the paper provided the soft, gray dusk, against which silhouetted palm trees, or reflected white lights could be displayed to admirable advantage.

In another composition, the illustration was of a view under the sea, bringing out the wonderfully clear waters, in which swam marvelous aquatic life. The background gray, delicate in tone, gave proper representation of the water.

Whether black or gray, the most successful results are certainly obtained when the subject of the advertisement is nicely fitted to the background itself.

### A Branch Manager's Choice

VACUUM OIL COMPANY  
NEW YORK LOCAL BRANCH  
New York, March 3, 1923.

Editor of PRINTERS' INK:

I take this opportunity to congratulate you on the March 1 issue of PRINTERS' INK.

Every article in this issue is indeed constructive and worth reading, not once, but several times.

I was particularly interested in the articles entitled "Seven Hurdles of Salesmanship" and "Tonic for the Cub Salesman."

VACUUM OIL COMPANY,  
A. J. PLATT,  
Sales Manager.

### D. W. Coutlée Joins Ruthrauff & Ryan, Inc.

Douglas Wakefield Coutlée, who for the last three years has conducted an advertising agency under his own name at New York, has joined the copy staff of Ruthrauff & Ryan, Inc., advertising agency, also of New York. Mr. Coutlée was at one time with the George Batten Company, *Munsey's Magazine* and *Popular Science Monthly*, all of New York.

### Denver Papers Appoint Representative

The Colorado Herald Publishing Company, Denver, publisher of the *Colorado Herald*, *Jewish News*, *Community Herald*, and the *Denver Jobber*, has appointed the C. L. Houser Company, newspaper publishers' representative, New York, as its national advertising representative.

### Roy Buell Represents "American Automobile Digest"

Roy Buell has been appointed Michigan and Northern Ohio representative of the *American Automobile Digest*, Cincinnati, with headquarters at Detroit.



*America's  
most useful home*



Not only does this charming home serve as a "clinic" where the best modern house-keeping methods are demonstrated, but here also the capable Priscilla Housekeepers supplement the laboratory testing of foods, fabrics and household appliances with the practical test of continued home use.

And since the Priscilla Seal of Approval appears on products that have proved their merit in both the laboratory and the home, this Seal has become a trusted buying guide to housewives the country over.

**MODERN PRISCILLA**

*The Trade Paper of the Home*

New York

BOSTON

Chicago

# COMFORT also pleases the Cubby Bear and he

Copyright, 1922, by W. H. Gannett, Pub., Inc.

**C**UBBY Bear, taking a pleasant stroll one bright June morning, came upon Robbie Reddie, his sweet-voiced robin friend, who greeted him joyously.

"Come with me to the pasture, Cubby Bear," he said, "and see what I have found hidden under some raspberry bushes!"

It was a nest which Robbie showed Cubby, and in the nest beautiful, large white eggs.

"Oh! what a lot of them!" said Cubby, and counted—"twelve! Whose eggs are they?"

"Mrs. Hen's. She has 'stolen' a nest up here, instead of using the one that is in the poultry-house."

"Qua-awk—cut-cut-cut!"

Cubby looked up at Mrs. Hen, a little

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Mrs.

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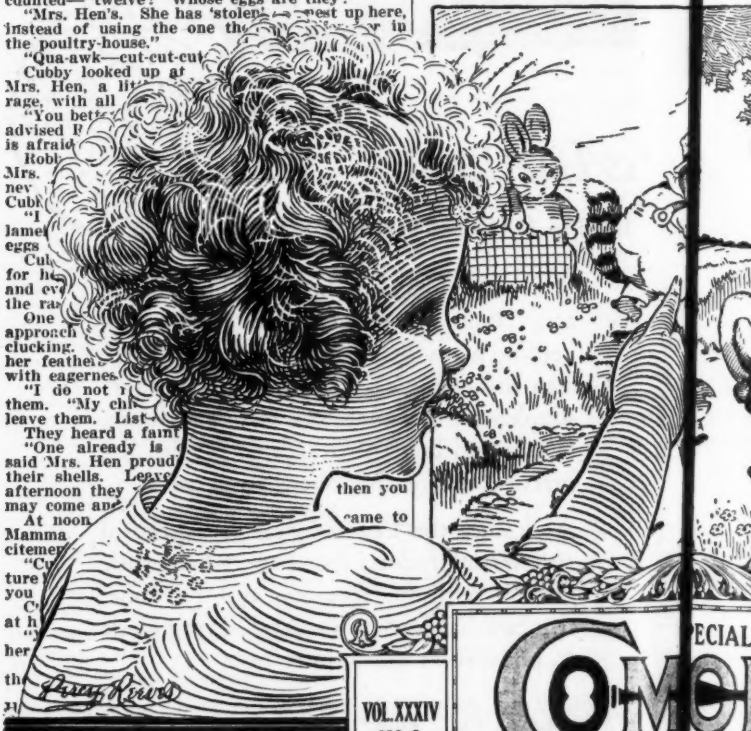
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Robbie Reddie was amazed at the  
"Why, why!" he exclaimed. "I  
them to be so pretty! I have seen  
and they are bare little creatures, with  
Of course grown-up robins are much  
grown-up hens—hens cannot sing and  
no good at flying—but I must call  
babies, the chicks are far handsomer  
robins."

Cubby bent over the tiny things  
touching them gently.



then you  
came to

VOL. XXXIV  
NO. 8

**COMFORT**  
The News and Success  
in over a Quarter of a  
Century

W. H. GANNETT, Pub., Inc.,  
AUGUSTA, MAINE

# Others thru their children

## The Chickens

By Lena B. I

The twelve little chicks were safely moved to Mamma Bruin's house, and for the next three weeks Cubby could hardly think of anything but his little pets. All day he watched and fed and tended them. His friends complained that he would never share their games.

One day he was playing with the chickens in the house.

"Oh, take them out!" Mamma Bruin told him. "I can hardly move for fear of walking on them."

"It is a hot day," said Cubby anxiously;

Racky. "That will make some Bunny Rabbit took care of them afternoon."

Cubby and Racky, with Ro got together a good supply of and searched until they found the chickens. Racky tried to



"Poor thing, poultry-yard, a ly. She was of course sh

"Oh, dear, knew he mother loved a

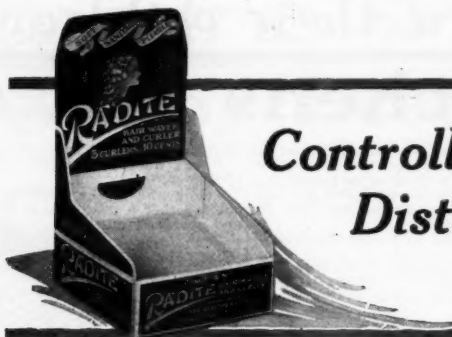
"You Robb 'an for

SPECIAL NUMBER  
**MORT**  
The Reason and Success  
Overall Quarter Homes  
P. H. H. H.

EACH  
MONTH

No. 10  
PL. SERIES

WALTER R. JENKINS, Jr., Representative  
New York Office: 1637 Asolian Hall  
FRANK H. THOMAS, Representative  
Chicago Office: 1635 Marquette Bldg.



## Controlled Distribution

### Putting merchandise in a commanding position

Insuring the success of the last step in selling is the most important provision of all.

The Brooks Display Container (Patented) is the instrument which a rapidly growing list of manufacturers is using for this purpose. It takes the product directly to the dealer's counter—into touch with the ultimate buyer.

Manufacturers of widely varied merchandise exercise this control over distribution.

*Send us a sample of your product, and let us know the number of units to be packed in a container. Please specify any preference of design and colors, and state quantity of containers desired. We shall submit an attractive proposition.*

**BROOKS BANK NOTE CO.**  
Springfield, Mass.

New York

Philadelphia

Boston

# BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display Advertising*

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# Utility Package and New Use Form Backbone of Pioneering Campaign

How the Hamersley Mfg. Company Is Selling Waxed Paper, a Hitherto Unadvertised Product, in a "Valley" Season

By C. B. Larrabee

FOR the pioneer the usual reward is a monument—erected by grateful individuals who have profited by his early work, who have followed in the paths that he broke, and who made the paths into commercial highroads. This is just as true of the pioneer advertiser as it is of the frontiersman who opens new roadways across unknown plains.

The successful business pioneer today is the man who has read advertising history—and understands its lesson. The manufacturer who is starting advertising for a product that has never been advertised before will find at his service a vast amount of information, compiled laboriously by others who have fought and won—or lost.

He will find that a good product is not enough. Other pioneers have had good products—and have awakened to find that the men who followed them are getting the business they have made possible. Good advertising is not enough. It must be followed by more good advertising, and must be backed by a sound merchandising plan. And so it runs through the entire lesson.

The Hamersley Mfg. Company of New York, is, in a sense, a pioneer. Although it has been making waxed papers since 1877 it has sold its output to other manufacturers for wrapping their products. It has never made any effort to sell waxed paper to consumers through retail stores. Therefore when it started out to advertise its waxed paper as a desirable commodity for the use of the housekeeper it found that it was entering a new field. Furthermore it found that none of its competitors was advertising in that field.

This meant that the company

had a double task on its hands. It had to go into a business that was new and unfamiliar—that of selling waxed paper to consumers, and it was doing that without any guide from predecessors, because there were no predecessors. In what the company has done there seems to be a very good lesson in history, not only for coming pioneers in other fields, but also for manufacturers in other fields who do not yet realize what is necessary for a successful advertising campaign.

## PRODUCT WAS GOOD ENOUGH TO BE ADVERTISED

For some time waxed paper for household use has been on the market in retail stores. Five-and-ten-cent stores sell thousands of sheets of waxed paper every year. However it had never been consistently advertised. Also this waxed paper is of a much lighter weight than the Hamersley product, which is heavy, flexible, non-absorbent and air proof. Therefore there has never been a strong effort to sell a high quality waxed paper through advertising.

In a sense this cheaper waxed paper is not competitive. The company sells its product to the consumer at fifty cents a roll, while other paper can be bought in smaller quantities for five or ten cents. Of course the company will have to fight this cheaper paper to a certain extent, but on the whole there is such a difference in quality and price that competition is kept to a minimum.

First of all, then, the company had a good product. Taking its lesson from other manufacturers it knew that a good product is not enough. The next thing was to make a good product a better product. This was done by the



invention of a new idea in packing waxed paper.

As waxed paper is sold today in the five-and-ten-cent stores it has a number of disadvantages. It is put up in sheets that are either packed flat or wrapped around hollow cardboard cores. Each

With all these things in mind the company originated its new package. The waxed paper is made into tightly-packed rolls, 125 feet long and twelve inches wide. The roll is then put into a box that just fits it. Then there is attached a tin cutter that does not cut the fingers and that fits into either end of the roll and runs across it, giving a straight tearing edge.

At once most of the disadvantages of waxed paper are obviated. There is no opportunity for it to get into an unsightly bundle. The length of the roll and the presence of the cutter allow the housekeeper to tear off any desired length of paper. The box protects the paper from wastage and makes a neat container that takes up a minimum amount of space on a shelf.

However, the company felt that a good product and a good package were still not enough. So it conceived an aggressive advertising campaign to tell the consumer about product and package—and to demonstrate the household value of waxed paper.

The waxed paper business has its peaks and valleys. In summer, when picnics are the thing, waxed paper can be found on the highways from Portland to Portland, to say nothing of San Diego and St. Augustine. But when snow comes and the picnic kit has to be put up for the winter, along with the tennis racket and the golf clubs, waxed paper takes a slump.

The Hamersley company, however, knew that waxed paper is a year round product. It has literally hundreds of household uses, and since it started its campaign the company has been surprised at

**Try the Hamersley Way to keep foods fresh, sweet and tempting**

The Hamersley Heavy Waxed Paper way!

Keep food from drying out—preserve moisture and flavor—keep refrigerator sweet—no need to throw away left-overs of Hamersley-wrapped!

Sandwiches, fruit, salad, cake, home-made candies, baked things, left-overs, hatches, are all repeating longer so wrapped. Save untold dough.

Comes in roll form with cutter built in box. No waste. No loose sheets. 125 feet, 12 inches wide. Flexible paper Hamersley-waxed. If you cannot obtain a Hamersley Roll from your dealer send five cents and 50 cents for full size roll postpaid. Please write—order now—or your friend will say, "Why didn't you get one for me?"

**THE HAMERSLEY ROLL**  
**HEAVY WAXED PAPER**  
"with a cutter in the box"

THE HAMERSLEY MFG. CO.  
35 Park Place New York

Agents of Waxed Paper in 1922  
World's Largest Manufacturer of Waxed Paper

The Hamersley Roll Heavy Waxed Paper is on sale at Grocers, Druggists, House Furnishing and Stationery Dealers and Department Stores.

**50 cents**

For a big Hamersley Roll Heavy Waxed Paper, 125 feet long, 12 inches wide, 50 cents. Write for full size roll postpaid to your local bill.

ONCE MORE ADVERTISING LENDS A HAND IN INTRODUCING  
A BETTER PRODUCT TO ITS MARKET

sheet is of uniform size and the housekeeper either uses the entire sheet or if the sheet is too large throws away the portion she doesn't use. If the sheet is too small it cannot be used for some purposes that the Hamersley roll can be used for and she also has to take two or three sheets of the thin paper, where one sheet of Hamersley paper would do. Also when she has taken two or three sheets the rest are left in a disorderly bundle that clutters up the shelf and gets in the way. This means that the paper is apt to tear, which means waste.



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# MoToR

The National Magazine of Motoring

*announces  
the appointment of*

MR. F. L. MOORE

*as*

WESTERN MANAGER

*with headquarters  
in the*

Hearst Building  
CHICAGO

EARLE H. McHUGH  
*Business Manager*

---

the number. Almost every day some housekeeper writes in telling of a new and valuable use.

Now the company had all its weapons ready. The advertising started in November. This would seem odd at first. If the peak is in summer, why not start the advertising in the spring to catch people at the peak and carry them through to winter with the summer momentum? The company couldn't figure it that way. It decided to start out for the winter market right away, so that the advertising would have prepared a path when the peak season came. That it was right is shown by the fact that the factory is working its way to capacity production with surprising speed.

The advertising is based primarily on the use idea. One piece of copy deals largely with waxed paper for wrapping the school lunch—referring incidentally to other uses. Another shows four uses to keep food fresh. Another combines these two ideas. In all of them the handy package is either illustrated by an action photograph or emphasized in the copy. The quality of the paper, the length of the roll and the other advantages are all mentioned effectively.

In addition to the magazine advertising the company publishes a folder that is enclosed in each box, showing a number of uses. This is used to follow up the use idea once the package is in the home. The company has also issued a small "use" folder printed on a sample of Hamersley waxed paper—an interesting piece of advertising material from the sample angle.

Since starting its campaign the company has found that the outlets from waxed paper have hardly been tapped. Almost any retailer can profitably carry it. Grocers, department stores, stationers, druggists, hardware dealers, furniture dealers and even electrical supply stores can offer their customers an added service by selling waxed paper.

For instance, an exclusive sales territory in a large city was given

to one woman. Instead of picking a list of prospects she started out to cover the city. Up one side of a street and down the other was her only route plan, and she has proved beyond doubt that there are many unsuspected outlets for waxed paper.

The company believes that by the time the summer rush opens it will be firmly entrenched in the field. Up to the present time the results of the advertising campaign have been beyond expectations. So many new outlets that were not dreamed of have been opened that this one factor has had a great influence on sales. Also housekeepers are taking up the use idea with a greater alacrity than was expected. Hamersley waxed paper has gotten off to an excellent start and has taken on a momentum that will carry it a long way when the big selling season comes. Early in the spring the copy will begin to take on a summer atmosphere, with the emphasis on outdoor uses. When the summer season has ended the company intends to go back to the indoor appeal with an added strength and an added confidence gained by its experience.

The current advertising was started almost as a rehearsal, to feel out the field and warm up the company for bigger times ahead and prepare it for next winter's drive. However, to date the rehearsal has turned out to be at least a curtain raiser and perhaps a first act.

### Buffalo Agency Incorporates

The DeForest Porter Advertising Service, established ten years ago at Buffalo, has been incorporated under that name. Officers of the new organization are: DeForest Porter, president and treasurer, and H. E. Bredemeier, secretary. Mr. Bredemeier was formerly advertising manager of the J. W. Clement Company, Buffalo.

### With "Metropolitan Magazine"

Raymond Ryan, for the last year with the Standard Rate & Data Service, Chicago, has joined the Western office of Macfadden Publications, Inc., at Chicago. He will be connected with the *Metropolitan Magazine* sales organization in the Chicago territory.

**Calkins & Holden say that**

for years the conscientious advertising man has been thinking of and dealing with such intangible things as morale, good-will, public consciousness—a state of mind.

More often than not he has had to talk of those things to a man who was thinking of and dealing with shoes and ships and sealing-wax.

This manufacturer naturally tended to limit his conception of advertising to the immediate sale of a shoe or a ship or a sealing-wax. And classed the advertising man as a gentle lunatic because his conception of advertising comprehended the creation of a state of mind that should result in continuous sales.

Hence the gratitude of the advertising man when any circumstance advertises the state of mind as an essential factor in any enterprise.

The morale of a business is fostered by advertising to a greater extent than any man realizes who has not gone into the subject seriously and thoughtfully.

The manufacturer of an advertised brand is held to high standards of quality, of improvement, and of service, by the fact that he is identified with his product. Responsible for it. And held responsible for it by the public because he has branded it as his. His advertised trade-mark is his promissory note to the buying public.

Greater efficiency in a factory follows the pride of employees in working at a business that is well known and favorably regarded. There are instances where the decrease in labor turnover has shown a profitable return on an advertising expenditure.

Advertising can create a certain atmosphere, a certain impression in the workingman's mind, the reaction from which is an added feeling of dignity in his employment and the place of employment. Other things being equal, a man

would rather work for a house the standing of which was high than a house the standing of which was low. He would rather tell his friends that he worked in your factory than somewhere else, because he knows that in stating that fact his friends, by reason of their knowledge of your company, approve his condition.

This decreased cost of labor turnover is difficult to demonstrate, but the results seem to be indisputable.

In another subtle way, a personal sense of responsibility on the part of the workman for the task he performs is brought about, so that, in addition to the precautions you take, the quality of production becomes high because the workman unconsciously feels that these goods must live up to their reputation.

And greater efficiency results from the confidence and spirit of a selling force that is selling a well-known article of merchandise recognized as a leader.

A single by-product of this confidence on the part of your sales force is pregnant with opportunity for a great and desirable economy. Let your advertising create the right impression of leadership and authority and your salesmen will unconsciously insist on the acceptance of your goods as they stand, and find the trade readier to accept them. Your salesmen's orders will not be encumbered with so many special instructions and changes which must be carried out at a much higher manufacturing cost than if changes were not required by the dealer.

Advertised concerns are admittedly the preferred customers of sellers of raw material. Of what use is it for the seller of raw material to refer to a satisfied customer one never heard of? But a prospective customer lends a readier ear if he hears that well-known concerns are patrons. The seller of raw material also realizes that the advertised established brand is a steady customer.

All of this force of advertising making for the morale of business is a by-product, but sometimes a by-product is more important than the primary function of advertising, to make sales.

**FIRST IN  
AMERICA'S  
SECOND  
PORT**

**NEW ORLEANS**

# Increase in Advertising Rates

*THE Times-Picayune, New Orleans' Largest Newspaper*, announces an increase in its advertising rates, effective May 1, 1923, as follows:

## **GENERAL ADVERTISING**

Morning, per line.....16c

Sunday, per line.....20c

## **AUTOMOBILE & ACCESSORIES**

Morning, per line.....13c

Sunday, per line.....16c

## **CLASSIFIED ADVERTISING**

Morning, per line.....16c

Sunday, per line.....20c

# *The* **TIMES-PICAYUNE**

IS THE DOMINANT NEWSPAPER IN THE  
NEW ORLEANS MARKET

It completely covers the field.

Its net paid average circulation for  
the month of FEBRUARY 1923 was —

**SUNDAY 108,046**

**DAILY 82,790**

## ADVERTISING LEADERSHIP

During 1922 The Times-Picayune maintained an enviable lead over all other New Orleans newspapers in *Display—Classified—National and Total Advertising Lineage.*

The Times-Picayune carried 2,054,932 lines of National Advertising during 1922, approximately 48½% of all national advertising printed by the three New Orleans newspapers (*exclusive of proprietary medicine advertising which The Times-Picayune subjects to strict censorship*).

The Times-Picayune carried 15,454,103 lines of advertising—43.9% of total carried by all three New Orleans newspapers.

# *The Times-Picayune.*

***First for the South***

**TRUTH IN CIRCULATION**

### National Representatives

CONE, HUNTON & WOODMAN, New York; Detroit; St. Louis; Atlanta; Kansas City and Chicago.

J. R. BIDWELL COMPANY, Western Representative, San Francisco and Los Angeles.

*Announcing*  
*the*  
**18th Annual Edition**  
*of*  
**Sweet's Architectural Catalogue**

---

Forms close July 1, 1923

There has been reserved already 22% more space in the 18th Edition than there was in the 17th at this time last year.

By placing your contract early you allow ample time for consideration of your copy.

*Rates on Request*

**SWEET'S CATALOGUE SERVICE, Inc.**  
133 West 44th Street New York

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# The Picture Simile as a Theme for Technical Advertising

Electrical Equipment Manufacturer Makes Favorable Impression with a Series of Comparison Advertisements

By Henry Burwen

FOR fixing an impression in the mind there is nothing better than a comparison or simile. Hear a speech that is striking, read an advertisement that is usually effective, and more likely than not we will find it abounds in similes. The simile is a means of presenting ideas ready-made into pictures.

The Condit Electrical Manufacturing Company has used the simile as the basis for an entire series of advertisements in technical papers, which are striking, eye-catching, and apparently effective. Each advertisement is, in fact, an enlarged simile. Instead of presenting technical details, each advertisement takes some quality of the apparatus—circuit breakers and other electrical equipment for central power and lighting stations—and compares it in picture form with either some well-known and easily recognized object or action.

Furthermore, the advertisements are largely illustrative, with copy subordinated. The campaign is, in other words, a picturing of ideas in series, rather than a collection of technical arguments.

One typical advertisement, for example, shows a massive pneumatic tire rolling over a stone in the road. Its shock absorbing qualities are then compared to the resiliency of the circuit breaker, in a small block of copy mortised into the illustration, and reading as follows:

Billions of times a day, millions of pneumatic tires demonstrate that an air cushion will absorb heavy shock—no matter how often repeated.

When an oil circuit breaker ruptures high power under short circuit conditions, the shock must be taken up—either by the sheer strength of the circuit breaker's parts or by an air cushion, as in the Condit D-19 Oil Circuit Breaker.

The technical description may be

lacking, although it is implied in the mention made of the circuit breaker's air cushion; nevertheless, the idea of resiliency is associated with Condit equipment in a picture that is likely to be remembered long after a detailed technical description, even though read, would be forgotten.

One of the most striking of the series is reproduced with this article. This in particular aroused considerable comment—in a number of central stations it was found cut out and framed. The illustration is unusually good, and the idea impressive.

In each advertisement, as in that reproduced with this article, the equipment is also shown, being mortised into the main picture, but subordinated in size. A point that might be raised in this connection is that it conveys a false impression of the circuit breaker's size, which actually would stand higher than a man. But to the reader at whom the advertising is aimed, circuit breakers and their size are familiar—he is not likely to be misled. And in any event the comparison—the picturing of a quality in the equipment is the main thing. To attempt showing the circuit breaker larger would destroy the dramatic effect of the illustration.

"Energy Absorption" was the subject of another advertisement showing the heavy springs of a freight-car truck, with copy reading:

When railroad trains clank over the rail joint, the *spring suspension* of the heavy car bodies takes up the shock—protects trucks, track and freight from damage—safeguards passengers and crew from discomfort and danger.

And when the Condit D-17 Oil Circuit Breaker opens a high power circuit it's the *spring suspension* of its tank construction that takes up the impact of expanding gases—protects the breaker from impairment—safeguards life and

property, and the service of your plant from possible hazard.

Throughout the whole year's series a similar style is followed. Ability to handle the emergency load is illustrated by a picture of a ship riding the storm; quickness of action by a hawk swooping

against flashovers due to surges of lightning. These and other features insure maximum dependability in sectionalizing service.

Which is the more interesting? Which advertisement will stick longest in the mind, despite the fact that it is addressed to technical men? I have no doubt the reader will vote for the new and dramatic style.

As a matter of fact, the greatest strength of these advertisements lies in the fact that the same idea runs consistently through the campaign. A simile or comparison is not infrequent as the basis for an advertisement; but used as a series of twenty-six (and probably continued beyond the present schedule) the ideas gather force in the reader's mind. This, too, is helped by the consistent style of illustration. Too often a campaign is a collection of assorted advertisements without continuity of idea, a virtue that is especially desirable with technical or business-paper advertising in particular.

The Condit salesmen have received many favorable comments on the present advertising. That, we may take it, is a fair indication that the plan is making the right kind of impression.

### New Account for Hewitt, Gannon & Company

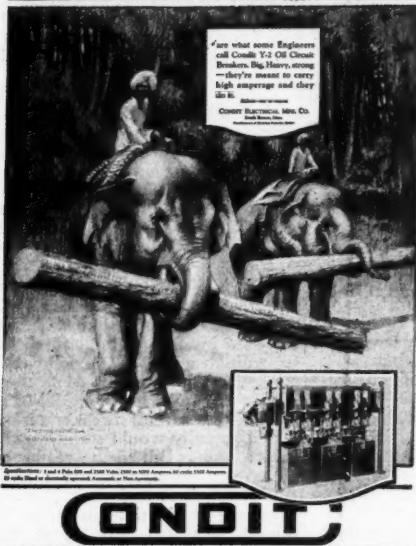
The Precision Castings Company, Syracuse, N. Y., manufacturer of die castings, has placed its account with Hewitt, Gannon & Company, Inc., New York advertising agency.

### "The Louisville Post"

#### Appoints W. L. Halstead

W. L. Halstead has been appointed advertising manager of *The Louisville Post*, Louisville, Ky.

## Beasts of Burden



DOMINANT ILLUSTRATION HELPS TO EMPHASIZE THE COMPARISON IT CONVEYS

down upon fish. Accessibility of the oil container is compared to the ease of inspecting the water in an automobile radiator. Ruggedness is illustrated by a massive motor truck.

Some, it will be noticed, deal with specific features of the equipment; others are illustrative of general qualities. Compare them with the customary type of advertisement using strictly technical arguments—a style which would read like the following:

Laminated contacts are standard equipment on all pole line and manhole oil switches. All live parts thoroughly in-



# WHO DOES THE MOST SUCCESSFUL ADVERTISING

## ?

The obvious answer is the local department stores and women's specialty shops which regularly advertise today for results tomorrow.

This is the way they used the New York newspapers during 1922.

□

Dry Goods:	Lines
Evening Newspapers.....	26,405,068
Morning Newspapers (Exc. Sun.)	6,006,650
Sunday Newspapers.....	10,878,066

Women's Specialty Shops:	Lines
Evening Newspapers.....	3,631,220
Morning Newspapers (Exc. Sun.)	986,420
Sunday Newspapers.....	2,892,634

□

Virtually the same thing is true in Chicago, Boston, Philadelphia and other large cities.

In the smaller cities and towns, the evening newspapers generally carry the bulk of direct result advertising.

National advertising is a grouping of hundreds or thousands of intensive local drives best accomplished by the use of evening newspapers.

□

## THE NEW YORK GLOBE

Member A.B.C.

JASON ROGERS, Publisher

Member A.B.C.

LORENZEN & THOMPSON, INC., Special Representatives  
New York Chicago Detroit St Louis Los Angeles San Francisco

# An Association Advertises after Sixty Years' Silence

The Cincinnati Fire Underwriters Association Begins Newspaper Campaign

THE Cincinnati Fire Underwriters Association has been in existence for sixty years. During that time it has developed into a powerful factor in the insurance business of the community. A splendid record of accomplish-

of its members. For this purpose a newspaper campaign was prepared and is now appearing in a Cincinnati daily.

The copy, of which there are twenty-five pieces, follows a standard form in the majority of in-

stances. An illustration, which appears to the left of most of the advertisements, is the unifying factor. The text is changed with each insertion.

Each piece of copy elaborates on some phase of the fire insurance agent's work in protecting the community.

In many of the advertisements additional space is taken below the regular message to carry the names of the association's members. Many of the members are running individual campaigns tying up with the association advertising.

Twelve advertisements have appeared as this is being written. That means it is too early to expect much in the way of definite results. However, PRINTERS' INK is informed the association is well satisfied with the progress

of the campaign. Members declare a definite improvement has taken place in the public's opinion of the fire insurance agent. They expect this improvement to continue and the members plan to have the association conduct another campaign to carry on this good work.

Plans for the new campaign are now being made.



**Read Our Policy**

Insurance is not a commodity that is bought and sold, but a definite contract between yourself and the insuring company.

All contracts have their conditions and should be read carefully. The contract of insurance is no exception. Its provisions are equally binding on you and the company.

Any member of this Association will be glad to explain to you the important provisions of your contract.

*Cincinnati  
Fire Underwriters  
Association*

THE IMPORTANCE OF AN INSURANCE CONTRACT IS ADVERTISED

ments has been made, such as simplifying and standardizing the handling of fire insurance policies and claims.

Most of these activities have been among the fire insurance agencies. The public had little conception of the work done. It was decided recently, however, to acquaint the local population with the service of the association and



## Through The Star's Rotogravure Section

you can "picture" your product effectively to the people of Washington, D. C.

With The Star, you know, you cover The "National Capital" completely. Washington is one city where ONE newspaper is ALL sufficient.

# The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

*Write us direct or through our*

New York Office  
Dan A. Carroll  
150 Nassau Street

Paris Office  
5 Rue Lamartine

Chicago Office  
J. E. Lutz  
Tower Building



## No. 2:—What Do You Know

The above skyline shows the business district of New Orleans.

Population, 404,575.

Population of retail trading zone, 2,000,000.

The second port in the United States. 1921 Export trade \$534,000,000.

New Orleans' industrial zone operates 1,200 factories. Value of manufactured products, \$315,000,000 annually.

Fifty Bank and Trust Company offices and branches. Bank clearings for 1922, \$3,260,000,000.

Postal receipts for 1922, \$2,301,252.

New Orleans' building operations for 1922, \$10,494,550.

A recognized jobbing center for groceries, dry goods, drugs, hardware for five states and for Central and South America.

New Orleans has 12 trunk line railroads; 5 terminal belt roads connect them with the wharves and industrial plants; the public belt railroad, owned and operated by the city of New Orleans, serves all other railroads, wharves, warehouses and other industries handling 3,000 cars per day.

Ninety-one steamship lines, with offices in the city, operate from New Orleans to foreign ports and all parts of the world. In 1922, 4,400 vessels entered and cleared the port.

The port of New Orleans has a frontage of 41 miles on both sides of the river, with 9 miles equipped with wharves, steel sheds, cotton warehouses, grain elevators, coal tipples and other modern facilities. Berthing space for 90 vessels, 500 feet long. The industrial canal extending from the Mississippi to

# *Sell it South*





## About Southern Markets?

Lake Pontchartrain and which will handle a 20,000-ton vessel, adds about 11 miles to the water industrial front.

The public grain elevator has a wharf frontage of 1,599 feet and a storage capacity of 2,600,000 bushels; seven other grain elevators bring the total storage capacity up to 7,572,000 bushels, and a total transfer capacity of 336,000 bushels per hour.

New Orleans has the world's largest cotton warehouse and terminals; storage capacity, 462,000 bales; annual handling capacity, 3,000,000 bales.

Eight dry docks with capacity up to 16,000 tons; public coal handling plant of 25,000 ton storage capacity and 1,000 ton per hour loading capacity; oil bunkering capacity 10,000 barrels per hour.

### LOUISIANA

Has 2,607 manufacturing industries; invested capital \$462,290,000; primary horsepower, 388,605; value of products, \$676,170,000. This includes the important cane sugar industry, operating 192 sugar mills; 1920 production \$150,000,000. Other industrial groups worth noting are 28 cotton oil mills, 562 lumber and planing mills; 90 metal working plants; 46 rice mills; 22 shipbuilding plants, etc.

1921 agricultural products, \$288,000,000. Value of livestock on farms, \$83,000,000.

Louisiana has 57 jobbers and dealers in mill supplies and machinery. 130 Electrical jobbers and dealers. 400 Hardware jobbers and dealers. 468 Automotive distributors, dealers and garages; 1921 registration 77,885 automobiles and trucks.

*Thru These Recognized Southern Business Papers*  
W. R. C. Smith Pub. Co., Atlanta, Ga.



## "What Is Advertising Anyhow?" Asks Radio Advertising Fan

Boston, Feb. 25, 1923.

Editor of PRINTERS' INK:

I have been much interested in the discussion you started in PRINTERS' INK by your editorial, "Radio an Objectionable Advertising Medium." From what has been printed since that first editorial, I take it that PRINTERS' INK has singled out radio for attack as "objectionable."

As I understand it, PRINTERS' INK stands for the broad principle that "advertising by radio" should not be allowed, but it is not clear in my mind just *what* PRINTERS' INK means by advertising.

Advertising, as I understand it, is the spreading of information "from me to thee" on any subject whatever, for any purpose whatever, by any means whatever. Thus broadly.

Getting a little closer to home, I would say that "advertising by radio" consisted of the broadcasting of talks that would profit someone to such an extent that he would be willing to pay for it; and that this would be in the nature of a talk that would be aimed to "pull his chestnuts out of the fire," and entirely aside from the question as to whether one or one million persons would be willing to "listen in."

The question, "What is advertising?" is one that *cannot* be answered arbitrarily in advance, and even when a concrete case is submitted it may be difficult to say that it is or is not objectionable from that viewpoint. Permit me a few instances:

Suppose Mayor Hylan aspires to be Governor of New York and Tammany is willing. They arrange then for a series of talks by the Mayor on "Civic Virtue" and kindred subjects, to impress on the people up-State the advantages of having such a man to rule them.

I ask you, is *that* advertising?

You may reply "yes," but it is of public interest. True, but suppose that I—and a few thousand others in Connecticut or New Jersey—or, as is conceivable, hidebound Republicans up-State prefer to hear the Jasbo Giants in a ragtime rigmarole. We consider it "advertising" when Hylan blows his own horn. Are we right? I do not doubt that political speeches will be a fine source of revenue for the "Radio-lights."

Now right here I will admit this to be an extreme case. And I will admit it to be as perfectly innocuous as it would be objectionable to allow the air to be filled with cries of "Eventually—Why not at once?"—"Shave the surface when you shave all!"—"It gloats," etc. These, too, are extremes. The other end of the incline leads me to say that every spoken word or printed word or sign manual or book is advertising. Good and bad, heat and cold, white and black—are but different degrees of the same thing. Sometimes we can find a standard to determine one

from the other—but *who* is to sit in judgment on advertising?

It is true the radio broadcasting companies are not publishers. They can't sell their service. It is free to all who have the means to listen in. But they are *closely* allied to the companies that sell radio outfits. If the stuff they broadcast is not wanted, none will buy listening outfits or the material to build them. Can they not be depended on to draw the line for themselves?

Try yourself to draw up a law to forbid broadcast advertising. See if you can do it without resorting to censorship.

If the cases I have cited in the foregoing are extremes, take a few between the two. Suppose the X. Y. Z. Railroad, anxious to get passenger traffic, gets some hunter or highbrow to tell of the beauties or the fine game in the country it traverses. To go there one *must* use the X. Y. Z. Yet no word of the X. Y. Z. falls from the lips of the speaker.

Is *that* advertising?

Suppose the Pike's Peak House wants guests and gets someone to tell of the sunrise from Pikes Peak.

Is *that* advertising?

Suppose Pussyfoot Perkins would preach prohibition propaganda.

Is *that* advertising?

Or suppose Edison wants to talk on how he invented the incandescent lamp—or Ford to discuss manufacturing problems.

Do you doubt that it is advertising?

Personally I agree that thousands would gladly listen with both ears to any of these, but by the same token there are others who would "tune out" and seek to hear Mrs. Mary Mahoney talk on dental hygiene or Dr. Hotpenny discuss the "Necrosis of the Tobacco Heart."

I, for instance, would rather hear President Jones of the L. S. S. talk on the joys of a trip to Tahiti on one of their steamers than to be compelled to listen to a solo by Miss Hermione Trelawny.

In my opinion the angle from which this question should be judged is "the greatest interest of the greatest number" and this without regard for who may benefit. If I as a hotel man want to let people know the joys of my part of the country, and if I can make such a talk interesting, what's the harm?

Any other plan than "the greatest interest of the greatest number" will kill the industry, and those who spend hundreds of thousands of dollars in setting up broadcasting stations are big enough and broad enough to know it.

EDWARD FRASER CARSON.

## New Accounts for West Virginia Agency

The National Woolen Mills, Parkersburg, W. Va., chain stores, and the Eodene Company, Inc., Fairmont, W. Va., manufacturer of "Eodene" tooth paste and "Eodene" mouth wash, have placed their accounts with the Parent System, advertising business of Fairmont, W. Va.

# Free Goods and Samples at Expositions

Why Not Advertise Samples Instead of Giving Them Away?

By Amos Bradbury

**D**URING the months of February and March the mortality due to pneumonia takes a big curve upward and the number of business shows reaches amazing proportions. In an article in last week's issue of *PRINTERS' INK* I told of the sad predicament of a manufacturer in the household appliance field who had been urged to take a booth at nine shows in one month. Some of these expositions overlapped and the manufacturer didn't see how the factory or the sales force was going to get much work done if he complied with all the urgent requests from the eager promoters. "Why do you exhibit at any of them?" I asked.

"These public expositions," he said, "seem to be the necessary evils of business. If everybody would stop exhibiting all at once it would be a fine thing. Expositions are terrible time-wasters, and I seldom if ever get any real benefit from them. But a man knows his competitor is going to be there. On the slim chance that some of his star retailers may go to the show to see him, and find his competitor instead, he falls for the show year after year. As far as the general public is concerned, almost every show is a total loss. The public doesn't come to a show to learn or buy. It comes to look and get free samples. Public shows are a necessary evil like the measles."

The more I talk to manufacturers who are victims of business expositions the more I am inclined to agree with my informant's estimate. Expositions are evils, surely, no doubt about that. But I doubt very much if they are at all necessary.

One of the notorious evils of the exposition is the habit of giving away free goods, samples and souvenirs. A manufacturer, having

been induced to exhibit, takes a booth, detaches a couple of salesmen from their regular work of selling goods, and turns them into temporary bally-hoo men. He spends real time and money in making an exhibit he thinks will do him justice, and then finds that the man in the booth next door is giving away a pair of silk stockings free, is presenting watchfobs to the boys or distributing samples to a line of people who pass and repass. His neighbor finds that the space in front of his own booth, where he hoped he might have a chance to talk to some of his dealers, has become a battleground of free-sample gatherers and souvenir hounds.

## FORCED TO ENTER SAMPLING COMPETITION

The maker of Blue Bird Biscuits takes a booth at a food show. He wants to meet wholesalers and big dealers. "Step right this way, ladies and gentlemen. Jackson's delicious tomato pickles, appetizing and perfectly delicious, made from giant ripe tomatoes. Step up and try some," sing-songs the blond demonstrator in the booth across the aisle. And unless the biscuit man enters the competition of giving away merchandise, nobody stops at his booth and the song of the siren demonstrator, at the end of three days, almost drives him mad.

Not only is this free goods and sampling habit at shows often carried to a point where neighboring retailers rebel, but the custom is inherently foolish. This phase of the evil has been so well described by the show people themselves that I am going to let them tell you how foolish the practice is. It was away back in 1914, when shows didn't come so fast as they do now. Just before the Seventh National Shoe

& Leather Market-Fair, held in Boston, the management announced that the distribution of souvenirs would be discouraged, and gave the following explanation:

"Business is business, and the display of goods at the market-fair is a business proposition first and last. A space in the market-fair really means a sample-room there. Callers at your business office are not rewarded by trinkets of any kind for calling on you, nor do you attempt to impress yourself or your goods on others upon whom you call, by pressing gifts upon them as a mark of affection or in the hope of their remembering you. Business men who call upon exhibitors do not expect trinkets, and those persons who call around seeking souvenirs are quite inclined to be interested in the trinket and not in the business it represents. Thus it will be seen that the souvenir really defeats its own mission, in that it attracts persons who are not interested in the display for business reasons."

"The souvenir," says this sensible show management, "defeats its own purpose, as it attracts a whole lot of people who are not interested in the show for business reasons." I agree with this estimate, and the people who do flock to shows in great numbers, hoping to secure little gifts, and as large a supply as they can get of free goods, spoil the opportunity of the man who has put up real money to get some actual business value out of his exhibit. If he does find a lone dealer and tries to talk to him, he is interrupted by the lady with a little boy who either wants a souvenir or desires to ask a list of questions about the product which she should be asking of the clerk in a local store. If a manufacturer believes in sampling, why isn't it much better business for him to advertise his samples so that the people who are actually interested will write for them, instead of distributing broadcast to a motley aggregation streaming past the booths of a show where no discrimination or intelligent selection is possible?

An advertising agent of my ac-

quaintance told me that if manufacturers would look into the matter more carefully and see how much service the newspapers in a city would give him on the basis of five or ten cents per family reached, there would be far less promiscuous giving away of samples either at shows or at kitchen doors.

#### SAMPLING IS EXPENSIVE

This agent says that if a manufacturer would consider the number of families reached by the newspapers of a certain big city, the expense of distributing samples to them at a cost of only five cents a sample would buy twenty-two pages of advertising in every newspaper. Twenty-two full pages of copy written with skill and filled with readable and convincing arguments are better, in my opinion, than little free packages of gelatine or cocoa given away at a food show, left on the front porch or handed to the Ethiopian at the kitchen door. This agent has an interesting idea on samples. He thinks they are a perpetual challenge to the skill of the copy writer. There is a feeling among some manufacturers that the average buyer lacks imagination—that unless the product can be tasted and handled no desire can be created to buy. If the copy writer kept this challenge before him it would help him in his work. Twenty-two full pages are better than the sample, if those pages are filled with copy which inspires action. The whole question of sampling, it would seem to me, an outsider, depends on advertising to make it effective.

Whatever advantage there may be in sampling backed up by advertising to introduce new goods, an exposition is not the place to sample. The president of a big drug concern, a man who has used sampling successfully to introduce new products, summed up the reason thus: "The real value of sampling lies in the follow-up. If a person is given a product he or she should be followed up closely after the sample is used. Sampling, to be effective, must be tied



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*Use a page size that will print, cut and fold from a standard size sheet—and fold it on a Cleveland Folding Machine. Consult your printer.*

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## How Your Printer Does It with a Cleveland Folder

Notice the booklet form above. Isn't it a simple and natural way to handle the folding of a 12-page form? Just take a sheet of paper and see how easy it is to make by hand.

That is only one of the 210 different folds which can be made quickly and easily on the Cleveland Folding Machine.

If your printer owns a Cleveland he can give you excellent service, high-grade work, and make for you a larger number of distinctive folds that are good business pullers because they are "different" and, therefore, attention getters.

Ask your printer to have all your literature folded on the Cleveland Folding Machine—if he has one. If he has not, send us his name and address and we will tell him where he can have the work done locally on one of our machines.

**THE CLEVELAND FOLDING MACHINE CO.**

Cleveland

Ohio



## Sales Are Often Trebled

Good Sales Helps, like those shown on this page, have actually doubled and trebled dealers' sales. Dealers are glad to use them—attached to the wall, placed on a counter or on the floor, they really build a bigger sales volume with very little effort.

Manufacturers who want their goods moved more quickly should investigate Multiplex Sales Helps. They are quite inexpensive and are furnished in a variety of styles and sizes to accommodate practically any kind of product sold at retail.

We will gladly design Sales Helps to suit your products—write our Service Department for full information and illustrated booklet.

### Multiplex Display Fixture Co.

922 N. Tenth Street, St. Louis, Mo.

New York Chicago Philadelphia Cleveland  
Minneapolis Los Angeles San Francisco



#### A Self-Service Idea In Action

Here is shown a special Multiplex Sales Help in action—this easy method of selection and buying invites a customer and frequently makes sales unassisted.

# Multiplex

ALL-STEEL SALES HELPS

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up with advertising and followed up by letter or in person. When a woman intent on getting all the free samples she can while the getting is good is asked for her name by the lady in the booth, she thinks quickly of the name of a heroine in the novel she has just read. If she gives her real name, she thinks, she will be annoyed by a man who wants to sell her something. She doesn't want to buy, she wants to gather, so in many instances she gives a fake name and address, which are carefully written down in a book by the booth-tender and are worth nothing for follow-up purposes.

"Too generous sampling at shows and to houses often causes kicks from the salesmen. I have had them ask me how I expected to sell the retailer, when he and his customers were getting all they wanted free. This was at a time when we were engaged in an intensive sampling drive on a certain product. This is an unusual incident, but it is usual for a retailer to tell us that he would rather have us spend the money we spend in sampling on straight newspaper advertising to introduce a new product. Many retailers consider that the same money spent in advertising will have several times the effect in building a new name. It carries weight, they believe, when a new product is seen day after day in newspaper space—a weight that is lacking when samples are given out without the advertising. As one retailer put it up to me once, 'The advertising means more to my customers and it makes a better impression on me. I'm interested in quick turnover. Big advertisements in the newspapers mean more to me in terms of turnover than seeing a bunch of men with little black satchels giving away samples.'

"That retailer's attitude shows what I mean. Even if a woman uses the sample and likes it, she isn't going to remember it unless advertising is tied up with it and she is followed up. I've had good success in some sampling campaigns, but not at expositions."

The motherly looking woman

with two children by the hand who walks up to the exposition booth and says, "Don't them cookies taste lovely, dear?" is a buyer when she's home. It may be good business to sample her if she is reminded of the product afterward by consistent advertising and follow-up. But she went to the show on a free ticket from Uncle George and she's not in a buying mood. But she and the kids just love samples and souvenirs. That is why they go to business shows.

#### WHO IS THE WINNER IN THE GAME OF GIVE AWAY?

A star example of the something-for-nothing idea at business shows was the case of Waw-Waw Mustard. It happened back in 1914, at a food show in the Thirteenth Regiment Armory in Brooklyn. The show had been going on for a few nights when two members of the Waw-Waw firm came across an empty booth—the only one left. These men had just taken over the Waw-Waw sauce business and intended to market a line of food products with the same label. They decided to start something in the empty booth. The next day sauce, olives, mustard, all were exhibited. During the day these products were sold at the regular retail prices to visitors. At the night sessions the products were sold at the same prices. But the firm had recently bottled a quantity of the ten-cent size of mustard, and the opportunity seemed ripe to distribute some. So it was decided that from 7 until 10 o'clock each evening a regular ten-cent size of Waw-Waw Mustard would be given free to any person who would walk up to the booth and fill out a name and address slip. Three persons were kept busy, and in eight nights of three hours each, 7,000 ten-cent jars were given away. That meant 300 jars an hour—five a minute.

Since the Waw-Waw booth was giving away more for nothing than the rest, it soon emerged from obscurity, and in vaudeville terms it "hogged the act." The booths on both side of it and across the aisle might as well have

closed up. Everybody wanted ten cents' worth of mustard for nothing. Fully 250 women, young, old, medium, fat, thin and plump, with a few men in the unequal contest, pushed and scrambled and shoved as if their lives depended on ten cents' worth of mustard.

A newspaper man looking for copy began to ask questions, choosing staid, bespectacled women so as to avoid possible trouble. Eight or ten who had succeeded in exchanging a push and a shove for a jar were asked if they liked Waw-Waw Mustard. The answer was unanimous and so reported at the time. "Fine mustard. I like it better than any I've ever tried!" And yet not a single jar had ever been on sale in a retail store!

And like the black eye in the vaudeville joke, nobody gave the sample to them, they had to fight to get it. The records do not tell how many of the 7,000 names were faked nor what happened to Waw-Waw Mustard.

#### A SANE WAY OF SAMPLING, TIED TO THE ADVERTISING

But how much more logical seems the way an advertiser like The Packer Manufacturing Company, of New York, maker of Packer's Tar Soap, combines a change in the package, advertising full of news value, and sampling where it counts most. After adopting a new metal container to overcome a disadvantage in the old, this concern first experimented for many months and then adopted and advertised the idea that made its product more usable. Long before the consumer advertising, which will not appear until the April issue of magazines, letters were sent to the heads and general managers of the important wholesale houses of the country stating that a complimentary box of three cakes was being mailed to the recipients. A series of teaser advertisements was run to the trade stating that an important move had been made in connection with Packer's Tar Soap, and all retailers were invited to guess what this change meant with a promise of prizes to all who an-

swered. To every druggist who replied, a sample of the new package was mailed with a letter explaining the change. Then in later issues of drug journals the new package was formally announced.

This is sampling which is tied up with advertising and followed up by sales efforts. It indicates the difference as compared with promiscuous sampling at shows where no intelligent selection of prospects is possible.

#### SUMMING UP THE CASE AGAINST FREE GOODS

To sum up the case against free goods, souvenirs, and samples at shows: show promoters have discouraged the giving of souvenirs on the grounds that they defeat their own purpose and are against the usual policy of manufacturers. The giving away of free goods at shows annoys retailers and cheapens the product. The handing out of samples at shows is contrary to the fundamental policy of good sampling, which is to tie it up with advertising and follow up the known prospects with intensive sales efforts. Most retailers would appreciate more money in advertising and less spent in promiscuous sampling without advertising.

But if we eliminate the lure of these baits and keep out of business shows the vast army of souvenir hunters, sample hounds and people who want something for nothing, we cut out one of the press agent's greatest talking points, the big public attendance at business shows. Would it not be a good idea either to change the name from "business shows" or else to keep them business shows, confined to the professional buyers who will come of their own free will to see a lot of goods under one roof? This will do away with the misapprehension so many manufacturers get from the claims of show promoters—that when they take a booth they are impressing the public, and that a booth at an exposition and some free samples constitute an "advertising" expense. This is a real misapprehension and it is time it was so labeled.







### Five Keys That Open the Door to Greater Sales—

- 1—**PICTORIAL VALUE**, Good-Ad Window Signs create a desire-to-buy appeal at the actual point of sale.
- 2—**DEALER VALUE**, Wherever Good-Ad Signs are displayed, new customers are made and business is ever-increasing.
- 3—**PERMANENCE AND COLOR**, Good-Ad Signs faithfully reproduce beautiful and intricate designs in steadfast, brilliant, non-fading colorings.
- 4—**VALUE TO MANUFACTURER**, Good-Ad Signs advertise the product to the passer-by, create a desire to buy and show where the product is sold.
- 5—**COST IS ECONOMICAL**, Good-Ad Signs are far less expensive than hand painting—more uniform and just as durable.

## "Good-Ad" Signs of DECALCOMANIE that "Goes on Forever"

are used by progressive advertisers who realize the effectiveness of these five keys.

Send for actual Decalcomanie samples to try—also, for illustrated literature and details of non-obligating, free sketch offer.

*We have some particularly interesting information for advertising agents*

**PALM, FECHTELER & CO.**

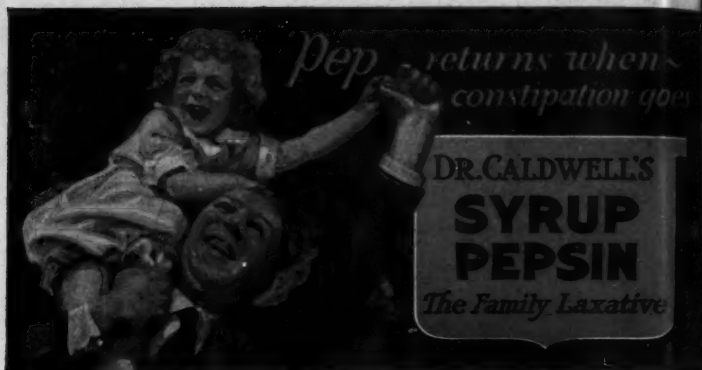
*Decalcomanie Pioneers*

**67 Fifth Avenue, New York**

*Representatives in all principal cities*



**Transfer**



*pep* returns when  
constipation goes

**DR. CALDWELL'S  
SYRUP  
PEPSIN**  
*The Family Laxative*

**T**HIS is the third year Dr. Caldwell's Syrup Pepsin has been listed in the Street Cars of every State and City.

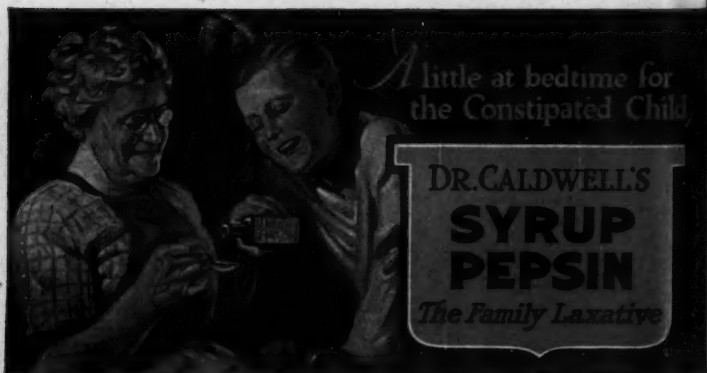
The sales of the product continue to reach the greatest volume in the history of the business.

Their car cards radiate health and happiness and act as a daily reminder to bring them out.

## STREET RAILWAY VOUCHERS

Central Office  
Borland Bldg., Chicago

Home Office  
Candler Bldg.



A little at bedtime for  
the Constipated Child

**DR. CALDWELL'S  
SYRUP  
PEPSIN**  
*The Family Laxative*





*Beauty's greatest aid is  
freedom from Constipation*

**DR. CALDWELL'S  
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PEPSIN**  
*The Family Laxative*


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WAYVERTISING CO.

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Western Office  
Monadnock Bldg., San Francisco



*Joyous Health follows -  
relief from Constipation*

**DR. CALDWELL'S  
SYRUP  
PEPSIN**  
*The Family Laxative*

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# FORM—

*"type locked in a chase,"*

says THE PRINTER'S DICTIONARY. To Goldmann craftsmen FORM means infinitely more; it is the result of years spent in perfecting an art—apparent in every piece of printed matter produced and invariably associated with the adjective "Good."

**ISAAC GOLDMANN COMPANY**  
EIGHTY LAFAYETTE STREET NEW YORK CITY  
*Printers Since Eighteen Seventy Six*  
TELEPHONE FRANKLIN 4520





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# Winning Kinks in Sales Conventions

Apparently Unimportant Features May Make or Break a Convention—  
Some Unusual Methods of Getting Conventions under Way

By a New York Sales Manager

**I**N twenty years' experience with sales conventions it has been both amusing and amazing to find how commonly the success of a session, a day, or a convention has been attributed to the wrong cause.

But it is not more amusing or amazing than to read in the autobiographies of eminent men of business and finance that they attribute their outstanding position to their abstinence from outside distractions; their practice of walking five miles before breakfast, or eating two apples each forenoon.

Just as in the case of the individual whose real success has been due to the ability to do some one thing supremely well, or because of the absence of some fear or inhibition common in his competitors, so the success of certain sessions, days and entire sales conventions I have found to be due to something more than the causes that sales managers have gravely presented for approval.

It was my good fortune to attend, in 1912, a convention of jobbers' salesmen. Because the president of the corporation was a tremendous believer in inspirational tactics, I had been chosen as a speaker, simply because, for one brief moment of my career, I had been a road salesman for him, and later had become sales manager for an internationally known enterprise. To his mind it was cause and effect, whereas, to my mind, my present increased income was due to my quick recognition of the fact that I would be a poor salesman for any jobber—so I tried something else, and, between us, a few "something elses," before I found my proper vocation.

It chanced that my talk created a genuine furor. When I had

finished many men left the tables to shake hands with me, and it was a full five minutes before the banquet program was resumed. The president insisted that I had turned a rather drab week's convention into a success, and attributed the success to his far-seeing vision in selecting me to speak at the banquet.

Now for the real facts. First of all, this convention deserved to be a failure because the week should have been condensed into two days, and announcement of policy should have taken the place of preachments based on premises so unsound that even the novice inwardly resented the conclusions drawn. The men welcomed the banquet as the convict welcomes the end of his term of imprisonment, because it marked the end of the convention. Because the president was accustomed to elaborate banquets, it was natural that he had made clear his wishes that the banquet hall should be that of the best hotel in the city, and properly decorated.

Consequently the stage was set and the salesmen were in a state of mind in which relief predominated.

## A SMALL MATTER, BUT IT SPELLED SUCCESS

The real reason, however, for the successful termination of the banquet—so successful that it made the convention as a whole seem successful, was due to the assistant advertising manager. Comparatively new to the business, he saw in the long traditions of the company something to reverence—something for which to fight. So much a part of him was this feeling, and so strong did it grow within him, that one night (as he told me) he lay

awake in bed when the inspiration came to him to write the words for a "company song."

Awakening his wife he induced her to pound out, over and over again, on the piano the music of one of Fritz Scheff's triumphs—music which had true depth and sound technique. It took him two hours to adapt his thoughts and words to the music. But when he had finished he had a gem which would stir the innermost feelings of a wooden Indian. The advertising manager was puzzled but sufficiently accustomed to deal with emotions so that, somewhat shamefacedly and half-heartedly, he admitted to himself that "the kid had something."

Consequently he assented to the suggestion that the song be put across at the banquet, and promised his assistant to have the orchestra play the music as the men marched in, and then as part of a medley. Consequently when the song was sung the men had the swing, and while they did not rise and cheer at the end of it, every mother's son of them was ripe for my talk, and I was simply wise enough to get under their hides and cash in on that song.

#### A QUICK CHANGE OF PROGRAM WAS NEEDED

In 1914 I chanced to be in Detroit at the time of a sales convention to which were called over 200 salesmen from all parts of the country. Again I was billed as a banquet speaker, due, as I found out later, to my "success" at the jobbers' convention two years before. It did not take more than a glance around the lobby of the hotel in which the banquet was to be held to assure me that the men were dissatisfied. A moment later, in answer to my question, the sales manager told me that there had been constant bickering during the four days, due to changes in territories without changes in compensation. He was in despair over the "bunch of anarchists" which he told me he had inherited from the previous and easy-going sales manager, who cared not for control of the

sales force so long as he drew his five-figured salary.

Yet that bunch of anarchists left the banquet room proud of themselves and proud of their company!

This time it was because I did not speak. Seated beside the operating vice-president I listened to a wonderful story of achievement—to inside facts as to their standing with competitors, which showed that each year for the last five had brought with it leadership from some new angle.

Long before the after-dinner coffee was reached I knew that the vice-president would speak, even though not on the program, and that I would not speak, at most, more than a few words. Under the pretext of telephone calls, I held a two-minute conference with the president, vice-president and sales manager, and told them how strongly I felt that the vice-president should take the men into his confidence and let them know, first, of the achievements which, because they could not be proved by cold facts and figures, were deemed "dynamite," and, second, because I wanted him to tell the men that wisdom quite frequently dictated a policy of sales expansion and promise which precluded immediate advancement of salesmen's compensation, yet in the long run meant advances that otherwise could not come.

The vice-president was introduced by the president most effectively when he pointed out that I felt so strongly that the men were entitled to know of surmises and conjectures based on circumstantial evidence that I had yielded my place on the program. The men listened, first with curiosity, then with enthusiasm. When this quiet-spoken vice-president had finished, they stood up and yelled—and then yelled some more. If I had received an ovation two years before, then this vice-president received something for which there is no adequate word in the English language.

An Indiana maker of an office

# Summer Globetrotters

**W**HEN the public schools are closed for the summer vacation period large numbers of School Teachers pack up for several weeks of Travel. June, July and August, school vacation months, find them going via rail and water to every corner of the world.

And travel is considered a necessary part of every School Teacher's training. Editorially, Normal Instructor encourages this desire to travel by the publication of such articles as:

*"The Broadening Influences of Travel"*  
*"The Islands of the Pacific"*  
*"Bermuda as Seen by a School Teacher"*  
*"Yosemite the Wonderful"*

Teachers look forward to their summer trips throughout the school year. Right now they are planning their tours for this coming summer. Since 1914 their salaries have increased 61% and the increased earnings are evidenced by the ever increasing number of teachers who are gratifying their desire to travel.

The Convention of the National Education Association in Oakland, California, July 1st to 7th, is expected to draw thousands of teachers from all over the country.

Although our present rates of \$500 per page and 80 cents per line are based on 150,000 guaranteed circulation, actual subscription requirements for recent issues have approximated 160,000 copies. Isn't this the time to increase your space and get your share of this sure-fire School Teacher business?

Vacation trips are planned well in advance. Tell them about your travel service now. It is not too early.

Let us tell you of the experience of railroad, steamboat, tourist agency and summer hotel advertisers in the use of Normal Instructor during previous years.

The May Issue of Normal Instructor closes March 26th

**F. A. OWEN PUBLISHING CO.**  
**DANVILLE, N. Y.**

CHICAGO OFFICE  
 910 South Michigan Avenue  
 C. E. Gardner  
 Advertising Manager

NEW YORK OFFICE  
 110 West 34th Street  
 George V. Rumsig  
 Eastern Representative



**NORMAL INSTRUCTOR**  
*and* **PRIMARY PLANS**

*For Teachers of All the Grades and Rural Schools*





## A card every day

Just a couple of lines on each card. The cards were printed on Hammermill Cover, and a different color was used each day.

Depend upon it, the sender of those cards got his message across.

Use Hammermill Cover for your next lot of Mailing Cards, Folders, Booklets, Broadsides. It is quality stock at a price that will mean a worth-while saving for most advertisers.

### Now made in Double Thick

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

*Send for Samples*

# HAMMERMILL COVER

**Single and Double Thick**

*For booklets, folders, broadsides, catalogs,  
and all direct-by-mail advertising*



equipment device depends upon exclusive dealer agencies, with the exception of his own city salesmen in Indianapolis. The sales manager felt it unwise to hold a national sales conference until he had successfully solved the problem of a State conference. In the face of willingness to spend really large amounts for the staging of a successful conference, he was forced to admit that the results always fell short of his anticipations. His company backed him nobly in paying all of the expenses of the store owners and their salesmen on this four-day conference, including the transportation and other expenses to and from the widely scattered towns. The sales manager did not ignore the fact that these agents and their salesmen were not his employees. He mixed successful social features with the program. He even included, one year, invitations, with all expenses paid, to the wives of his agents, and arranged a separate social program for them.

Because he knew these men personally, through visiting them both in their stores and in their homes, he was able to arrange so that each man had the opportunity of recreation as well as entertainment. Tennis, golf, and automobile and horseback rides formed part of the fundamental plans of the convention itself. Yet the sessions, as he told me, always lacked life, even though they might have their moments.

Only last year he discovered the fact that the only way to hold a successful convention was to hold two—one for the dealer agents and another, later, for their sales people. For while theoretically both the dealer agents and their sales people were interested in identically the same subjects, and in the treatment of most of them from the same angle, there was always reluctance on the part of the sales people to express their feelings in the presence of their employers, and there was the feeling on the part of the dealer agents that the conferences in which they participated were

made up of one-tenth executives of equal standing, and nine-tenths of employees entirely out of their business and social class.

By holding a convention of the dealer agents one week and discussing matters of policy and securing the outspoken objections which the dealer agents rightly hesitated to make before their own employees, it was possible to secure constant and interested attention, and a true conference spirit with the executives.

When the results of this conference had been digested over the week-end, it was then possible to hold a four-day convention for the dealers' sales people, free from restraint and along social lines adapted to the tastes of the sales people with an average age of twenty-four, as against an estimated average age of the principals of fifty-one.

One of the hardest tasks which a sales manager is called upon to perform is to assume control of a veteran sales staff. The sales manager coming from outside the organization, no matter how brilliant his record, is at a tremendous disadvantage, for he is called upon in his early months to participate in an annual sales convention. Many of the men he has never seen, and they know of him, so far as their relations to him are concerned, largely through correspondence which, from the circumstances, can present, at best, but a poor counterfeit of the man himself.

#### A BIG CHART THE CENTRE OF INTEREST

You may be sure that I admired the way that one of my good friends, within the past few months, staged a successful two-day convention, even though he had been in the organization but four months at that time. He well might have hidden behind his newness; proved himself a good fellow by mixing as he could have mixed on a purely social basis, and laughingly warned them to look out for him another year.

In fact, he was urged quietly by the board of directors to do ex-

actly this, rather than to risk creating an unfavorable impression. But he had the courage and the vision and the presence of mind to seize an opportunity and handle it to his own advantage.

When the men met in the convention room the meeting was opened by the president, who at once turned the entire convention over to the sales manager, pointing out that as a sales convention it lay entirely within his province, and that from that moment on, he and the several vice-presidents would be spectators. Then he proved this by leaving the platform and taking a seat in one of the rear rows, where he sat with branch house managers.

A ten-by-fifteen-foot wall chart was unrolled by the sales manager's assistant, and formed the background to the platform. Without a movement to show that he knew the chart was being unrolled, the sales manager welcomed the men and made clear that he welcomed the opportunity of welcoming the men. For ten minutes he talked without making any reference to the chart, although it was the centre of all eyes. For on that chart, facing this veteran sales force which had never before been publicly and individually compared with any standard, was a ten-by-fifteen-foot "Comparison Sheet" showing each man's name and the way he ranked on every one of the company's thirty-two products. Heavy green lines showed the average, and heavy green figures showed the average sales per capita per territory.

The sales manager, at the end of ten minutes, reached a point where he, without turning, told the men that it was a privilege and pleasure to see such an exceptional record as that which was facing them, where many men were so far above the average. He then described the average as something which was all that should be expected of a good salesman, and then stressed, again and again, how far above the average many of the men had proved to be.

Never once did he refer to the men below the average.

That convention was a decided success. It was a conference type of convention, because the sales manager had not been long enough in the business to feel that he could give constant, worthwhile advice and suggestions to the men. Instead, he took the standpoint, quite simply, that he was bringing to the organization the experiences of another unusually successful organization, but that in order to use the knowledge which he had and to adopt and adapt the right methods, he wished to learn of the details which had made his new company so conspicuous in its field. With that ten-by-fifteen-foot chart staring at the men, the ones below the average had little opportunity or incentive for the usual absurdities of the man who usurps the floor of a sales convention to kill off his enemies and to throw bouquets at himself. Once or twice during the sessions a man started to differ radically and foolishly with some statement, only to find that the eyes of everyone were on his standing as shown by the Comparison Sheet. If this fact did not disconcert him so that he ended his speech abruptly, the sales manager needed but to make the slightest of interruptions and the slightest of references to his standing in order to leave the floor open for someone whose achievements entitled him to expression of opinion.

#### DIFFICULTIES OUT OF THE WAY FIRST

One of the convention kinks which made a good convention even better, I describe with some misgiving. For had I not been present I could have picked dozens of flaws in it, and if it had been given to me as a reason for the failure of a convention I would readily have believed it.

Again, as proved daily in business, one must know all of the details before passing judgment.

I shall not attempt to go into all of these details, more than to  
(Continued on page 125)



FORTY thousand copies of the Economist Group publications. This figure does not loom large against circulations of a million and more.

But consider a moment that the thirty-five thousand stores into which these forty thousand copies go, buy for and sell to 65,000,000 people or over 60% of the population of the United States.

It will give you a better picture of the real scope and influence of these publications and the market they serve.

It will demonstrate the reason why we believe that if a product is received, accepted and becomes a standard name in the dealer market, its success in the consumer market is guaranteed.

## THE ECONOMIST GROUP

239 WEST 39th STREET  
NEW YORK CITY

Dry Goods Economist

Dry Goods Reporter

Drygoodsman

Atlantic Coast Merchant

Pacific Coast Merchant

New York City

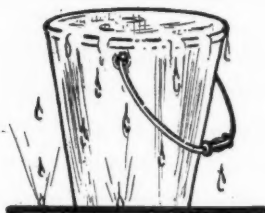
Chicago

St. Louis

New York City

San Francisco

## Pertaining to "Overflow Circulation"



Don't think that because certain magazines carrying your advertising, printed in the United States, find their way across the Canadian border that you are advertising in Canada. In order

to "register" profitably and permanently with the Canadian people you must advertise in the native Canadian Press. Then the Canadian buying public will take you seriously—but not before!

# THE DAILY NEWSPAPERS

## Ten Per Cent (10%)

of your appropriation will serve to conduct an advertising campaign in these papers—will buy sufficient space—frequently enough—to measure up to all standards of approved advertising practice.

## 2 Ways

- (a) Write the papers direct.
- (b) Ask your agency to submit facts and figures.

### *The Maritime Market*

Population	Newspaper
St. John, N.B. . . . 55,000	Telegraph & Times
St. John, N.B. . . . 55,000	Journal
Halifax, N. S. . . . 75,000	Chronicle & Echo

### *The Quebec Market*

Population	Newspaper
Quebec, Que. . . . 111,500	Le Soleil (French)
Quebec, Que. . . . 111,500	Telegraph
Montreal . . . . . 839,000	Gazette
Montreal . . . . . 839,000	La Presse (French)
Montreal . . . . . 839,000	La Patrie (French)

### *The Pacific Market*

Population	Newspaper
Vancouver . . . . . 165,000	World
Victoria . . . . . 80,000	Times
Victoria . . . . . 80,000	Colonist

### *The Ontario Market*

Population	Newspaper
Kingston . . . . . 25,000	Whig
London . . . . . 70,000	Advertiser
London . . . . . 70,000	Free Press
St. Catharines . . . 21,000	Standard
Brantford . . . . . 35,000	Expositor
Toronto . . . . . 622,326	Globe

### *The Prairie Market*

Population	Newspaper
Winnipeg, Man. 280,000	Free Press
Winnipeg, Man. 280,000	Tribune
Regina, Sask. . . . 35,000	Leader & Post
Saskatoon, Sask. . 31,364	Phoenix & Star
Calgary, Alta. . . . 75,000	Herald
Edmonton, Alta. . . 70,000	Journal

# OF CANADA

**over**  
**200,000**  
**circulation**

**and only**  
**7 months old**

**Detroit**  
**Sunday**  
**Times**

describe the sales force of ninety-odd men as being thoroughly alive, thoroughly human, average age 28, and full of ideas, many of which they failed to perfect before submitting. It is a sales force which would be the joy and, at the same time, the perplexity of the ablest sales manager that ever stood on two feet.

As I sat—not on the platform, this time—on the side of the convention room, I noticed that as each man entered he carried in his hand a small mallet. Later, I learned that these had been bought by the sales manager from a concern that makes children's tool-boxes. Then I noticed that instead of the usual chairs, the sales manager had apparently robbed a side-arm lunchroom. Looking more closely, I saw that, clamped to the side arm of each chair, was a piece of pine six-by-eight inches. The sales manager had a mallet of the bung-starter type, and on top of the flat-top desk at which he presided was a block of wood built like a sound-ing-board.

He announced, "Fellow-knock-ers, each one of you is armed with the chosen weapon of your craft—a wooden hammer. Now we're going to have this knockers' session at which we are going to get out of our systems every kind of a kick and knock and crack that is in them. Then tomorrow we'll start the sales convention right." He stepped to a huge blackboard and, turning toward them, continued, "I'm going to call for complaints, and I'm going to keep on writing them on this blackboard until you give out or my arm gives out. As soon as a man volunteers a complaint I want every one who agrees with him to use the hammer, so that, while my back will be to you, my ears will tell me whether you agree with him or not, and how much importance you attach to his complaint."

It is only fair to let you into the inside and to tell you that the sales manager had tipped off some of the city salesmen to produce some minor complaints at once, so

that the enthusiasm for "wielding the hammer" was worn out on trivial matters. Thereafter, when there was any real outburst the sales manager knew it was due to the salesmen's feelings and not to the novelty of the idea.

That session lasted all day, with two hours out for lunch, for it took the first hour to list the different complaints, which were then grouped and discussed during the balance of the morning, afternoon, and up until the seven o'clock dinner was served.

Differently staged, and with a different personality, I have known of three other cases where a "complaint meeting" held at the start of a convention has not only failed to clear the skies of clouds, but has brought about a series of thunder-and-lightning storms which wrecked all possibility of a harmonious and successful convention. There is something fundamentally right about getting complaints out of the way before starting a convention, and there is something fundamentally wrong about giving salesmen the idea that there are justifiable complaints sufficient to fill a session or a day.

It is true that many sales conventions have been changed into successes by some kink. But it is also true that careful planning would have made these same conventions successful without such an insecure foundation.

### E. D. Dolbey with Fairchild Publications

Edward D. Dolbey, formerly with the advertising staff of the Camden, N. J., *Courier*, and more recently with the advertising staff of the Philadelphia *Inquirer*, has been appointed Philadelphia representative of the Fairchild publications, New York, *Daily News Record*, *Women's Wear*, *Men's Wear*, and others.

### An Electrical Contractors' Association Advertisers

The Philadelphia Electrical Contractors Association is using newspaper advertising to urge the public having electrical work done to make sure the bids are from members of the association. "Membership means character, master workmanship, and the finest materials," says the copy.

# How a Bank Got 10,000 Friends in Twelve Banking Hours

An Advertising Plan That Gave the Prospect Part of What Personal Solicitation Would Have Cost

GETTING new savings accounts is rather thoroughly standardized these days. One might think that all the changes had been rung, and that there remained no "different" way by which a bank could advertise for new savings depositors and get them in startlingly large quantities at a lower than average cost.

"When we moved three blocks north on Michigan Boulevard, from the Peoples Gas to our own building," said Earle H. Reynolds, president of The Peoples Trust and Savings Bank of Chicago, before he began to explain this campaign, "we employed professional solicitors to canvass the new neighborhood. Over a period of four weeks we added 2,081 new savings accounts in this way, with an average deposit of \$6.42. At the end of two years we had retained 910 of these new accounts, and their average balance had grown to \$68.37. By then we were 'over the hill' with this group of depositors. It is plain that this paid us well."

On January 16 The Peoples Trust ran in every Chicago newspaper a four-inch two-column "teaser" which showed a teed-up golf ball being met by the face of an oncoming driver. The copy read: "Fore! Watch this paper tomorrow for The Peoples Trust novel contribution to Thrift Week." And this was signed with the bank's name, address and slogan.

Next day there was used sixteen-inch three-column space in all the papers to announce the plan. This copy displayed the bank, with the heading: "This Golf-Ball Bank—Free."

And the advertisement read, in part:

One to be given to each person who applies. You need not even leave your name. Your Golf-Ball Bank will be given to you without charge, without

restrictions or conditions of any sort, to be your own property, as an inspiration and a convenience for saving. And we'll give you \$1.00 if you'll save \$4.00. In your Golf-Ball Bank will be placed a metal token representing a value of \$1.00. The golf ball will hold \$4.00 in dimes. When you have it filled, bring it to any one of the savings tellers of The Peoples Trust and Savings Bank.

The ball will be opened by him and you will be credited with \$5.00 in a savings account. The ball will be returned to you and you will be given a deposit book in which your \$5.00 deposit is entered.

The only condition of your receiving the extra dollar is that you keep this savings account in this bank for six months. In addition, your account will draw interest at the rate of 3%, compounded semi-annually.

Ten thousand of these unique savings banks are to be given away immediately under this unusual plan—our contribution to Thrift Week.

Can you imagine any easier way to get five dollars for four?

The morning of January seventeenth one of the windows of the bank, on Michigan Boulevard, displayed the banks in a large pile, with display cards explaining the plan. And almost from the moment the bank opened, at nine o'clock, pedestrians were gathered before the window four or five deep. A great many of them came straight to the bank in a way that made it apparent they had seen the newspaper advertisements and had come to get the banks. Many others were simply caught by the window display, stopped, and walked into the bank to get their golf balls. As has already been told, the supply was exhausted in two banking days of six hours each. And thousands more could have been distributed under the same plan if there had been banks available for distribution under the plan.

"Fundamentally," Mr. Reynolds said, "the plan differed from most ideas that have been tried, in that it is arranged to cost us somewhat less than the usual amount per account; yet what it does cost us—outside of the comparatively



# Left in the brief-case

THE scene is a hotel room. Your salesman is transferring to his pockets some of the objects and documents in his brief-case.

What won't go in his pockets he puts back in the case without hesitation.

That is, all but one—

That one is the sales manual which you went to such expense to prepare. It won't go in his pocket—it is too bulky—and yet he hesitates.

It does contain sales information that he cannot carry in his head.

Some of its illustrations help a lot in getting the customary signature, but—

It promises to be a warm day, too warm to lug a brief-case around, and if the manual can't be carried anywhere but in the case, he will have to get along without it.

Don't blame your salesman too much. You would probably act just as he does.

You might wonder why the book was printed on such heavy paper, when, with a light paper, it would have been small enough to be carried in your pocket.

Practically every type of sales manual can be made pocket-size by printing on Warren's Thintext. Thintext is a thin, strong paper. A book one inch thick printed on Warren's Thintext contains 1184 pages.

In addition to being compact, this paper is also astonishingly light in weight, and is practically opaque. It takes an excellent impression of type, and halftones not over 120-line screen.

Any book that you are anxious to have salesmen carry should not be so heavy as to tempt them to leave it in the brief-case.

Warren's Thintext removes the temptation.



S. D. WARREN COMPANY, BOSTON, MASS.

# WARREN'S

STANDARD PRINTING PAPERS

small expense of the newspaper advertising—is given to the depositor rather than to a solicitor. And instead of giving the customer a comparatively expensive merchandise premium, we give him his premium in the form of money—and that is always the most acceptable to anyone.

"While we are not ready to announce the details of the plan as it will be carried through in the future, note that we have agreed to give the customer credit for one dollar in his account as soon as he brings in the bank and deposits its contents of four dollars in dimes. The very first day 149 of those banks came back to us filled. We credited the depositor with the extra dollar and arranged it so that he knows he will receive an additional premium—though smaller—when he brings the filled bank in once more. Now, mind you, the first dollar premium remains to his credit only if he leaves the whole deposit in at least six months from the time of deposit. The second premium carries the proviso that it will be retained by the depositor only if he leaves his whole deposit in for six months from the date of the second deposit.

"The result is that the depositor, a stranger with us when he came in to obtain his golf-ball bank, is brought in to the bank at least three times before he ceases to get premiums. If, after that much contact with our tellers and officers, he is not won over to dealing with us for all time—then we deserve to lose him."

In the first six full banking days from the time the first golf-ball banks were given away 336 new accounts were obtained. These deposits averaged \$11.25.

### Cleveland Agency Elects Vice-President

W. A. P. John has been elected a vice-president of the Dunlap-Ward Advertising Company, Inc., Cleveland. Mr. John was recently with Brooke, Smith & French, Inc., Detroit advertising agency, and at one time was with the sales promotion department of Dodge Brothers, Detroit.

### Advertising Business Formed at Toledo and New York

Willard G. Myers, Sterling Beeson and Nora H. Golden have formed an advertising business under the name of Myers-Beeson-Golden, Inc., with offices at Toledo, O., and New York.

Mr. Myers was formerly general manager of the United States Advertising Corporation, of Toledo, and before that was for ten years manager of the advertising service bureau of the Class Journal Company, New York. Sterling Beeson also had been with the United States Advertising Corporation, and at one time conducted the Sterling Beeson Company, of Toledo. Nora H. Golden previously had been secretary and advertising director of the Staten Island, N. Y., *Daily Advance* and advertising manager of Lane Bryant, Inc., of New York.

Myers-Beeson-Golden, Inc., will direct the advertising of the following: The Bunting Brass & Bronze Company, Toledo, Bunting bush bearings; The Oval Wood Dish Corporation, Tupper Lake, N. Y., Adirondack wooden plates; the Russell Burdall & Ward Bolt & Nut Company, Port Chester, N. Y., Empire bolts, nuts and rivets; Toledo Steel Products Corporation, Toledo, "Toledo" valves; and the Motor Macultivator Company; also of Toledo, Motor Macultivators.

### New Accounts for World-Wide Advertising Corporation

The I. Isaac Company, men's neckwear, the Gordon V. Lyons Company, women's coats, and the Schebler Car-buretor Company, all of New York, have placed their accounts with the World Wide Advertising Corporation of that city.

### Worthington Pump Advances W. A. Cather

W. A. Cather recently a member of the sales promotion and advertising staff of the Worthington Pump & Machinery Corporation, New York, has been advanced to the position of general sales assistant in charge of sales promotional work.

### Farm Paper Account for Houston Agency

Farm papers are being used by the Gulf Coast Lines of Houston, Tex., in its campaign to advertise farm lands in the Brownsville, Tex., territory. This advertising is being directed by Rogers & Gano, Houston advertising agency.

### Buys New Haven Commercial Sign Concern

The Modern Sign Company, New Haven, Conn., has been purchased by and combined with the New Haven branch of the United Advertising Agency, New York.

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Mar. 8, 1923

PRINTERS' INK

129

**WE** sent free to every Printer and Advertising Man who asked for them, the three books constituting the First Series of "The Printer—The Bond—The Ad." Hundreds of letters have been received expressing great interest and hearty appreciation.

The Second Series of "The Printer—The Bond—The Ad" is now ready. These books show some brand-new ideas for making your Direct-Mail Literature more result-getting by the distinctive use of line plates on **EMPIRE BOND.**

You are all interested in new ways of making Direct-Mail Advertising more attractive and effective. You need this useful Second Series. It will be sent free on request. Ask for it today —on your letterhead, please.

**CAREW MANUFACTURING COMPANY**

**Makers of Empire Bond**

**SOUTH HADLEY FALLS**

**MASSACHUSETTS U. S. A.**



## *A Record*

---

April Good Housekeeping, with 165 pages of advertising, breaks a record.

So far as we know, this is the greatest number of pages of advertising which has ever appeared in a single regular issue of a monthly magazine in the general woman's field.

165 pages of advertising is a striking record, viewed simply as advertising. But its special value is the acceptance which it represents, the choice of so many great manufacturers throughout the country.

Good Housekeeping continues to lead in the number of accounts carried—this despite the rigid standards which govern the acceptance of advertising by us. Good Housekeeping continues to be the choice of more advertisers than any other monthly magazine in the general woman's field.

Our pleasure in making this announcement is immeasurably enhanced by the knowledge of the value delivered to the advertiser.

GOOD HOUSEKEEPING



## Filling the Orders

tells the story of the satisfactory experience in THE GIRLS' COMPANION of three large and nationally known mail order firms who wanted to know first hand the extent of the girls' buying-influence in the home.

Important as the boy-field is to the advertiser it is the girl, with her intimate understanding and sharing of Mother's household activities, who wields the kind of active buying-influence that means definite orders for the advertiser.

If you know a home with a growing daughter, you will understand her tremendous advertising importance in the 340,000 desirable homes where each week THE GIRLS' COMPANION is read, enjoyed, and believed in.

*New presses, for our bigger and better girls' paper, now being built, will also improve YOUR advertising opportunity to resultfully reach these girls and their mothers, now and for the future.*

## THE GIRLS' COMPANION

**David C. Cook Publishing Company, Elgin, Illinois**

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
 Ronald C. Campbell, 326 W. Madison St., Chicago  
 Sam Dennis, Globe-Democrat Building, St. Louis

### "COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

# When the Parts Manufacturer Co-operates to Help Sell the Completed Unit

Packard Electric Co. Directs Advertising Campaign at Car Manufacturer's Salesmen

By George H. Wicker

THERE are a number of manufacturers whose products are made to become parts of other products. The man who builds motors for washing machines is dependent for his success upon the success of the washing machine manufacturer. Some of these parts manufacturers have found a way to tell their story direct to the buyer of the assembled unit. The makers of Hoffman valves for heating systems do it, and so do the makers of automobile axles and bearings.

Not long ago manufacturers of men's shoes discontinued the practice of making shoes with lacing hooks and made them with concealed metal eyelets instead. The manufacturers of lacing hooks suddenly found themselves without a market and one of them is now engaged in an advertising campaign to the consumer in which it describes the advantages of lacing hooks for use on men's shoes, and is urging buyers to insist on having shoes with lacing hooks.

Whether the manufacturer of parts can successfully tell his story to the consumer depends on a number of things. The owner of a heating system is able to equip his radiators with valves when his heating plant is installed or at any time thereafter. On the other hand, automobile axles and bearings are probably never sold direct to the car owner but always to the car manufacturer. The value and importance of the unit has something to do with the amount of consumer acceptance that may be created for it through advertising.

The present article will not concern itself with an attempt to justify consumer advertising for

products that the consumer is unable to buy. If any justification for that kind of advertising is necessary, the manufacturers who do it are justifying it so long as they continue to advertise. Some of them have been advertising for a long time.

The point under consideration in the present article differs from the others mentioned in this respect: The product made by the Packard Electric Company, which is automotive cables for lighting, starting and ignition, is of the utmost importance in the successful operation of an automotive vehicle, yet from the standpoint of size and investment it is a small item.

Another point is this: The function of an electric cable system, the service it is called upon to give, the difference between one make and another, can be understood only by a person possessing a certain amount of technical electrical knowledge.

The reader will have no difficulty in appreciating the significance of the two points. Hundreds of concerns are up against this problem in one form or another. A product may be insignificant in size and only one of a thousand things in the assembly of a large unit, but its function and quality may be of tremendous importance in the efficiency of the whole, while at the same time the amount of money represented by the product may be inconsiderable as compared with the cost of other products in the assembly. This of course means a limited margin for selling and advertising or rather it means that the money appropriated for selling and advertising must be spent where it will yield the greatest returns.

Packard cables are sold direct to automotive manufacturers in bulk or in complete assemblies according to specifications. They are also distributed to the trade through jobbing channels and are sold to the car owner by the dealer for cable replacements.

The company's advertising prob-

put out in the fall of that year. The "jump spark" system of ignition, which was and still is a feature of the Packard car, demanded a quality of ignition cable which would stand up under the oil and heat to which such cable is subjected. As it was impossible to secure the quality of cable required, the com-

pany decided to make it and thus a new product was added to the line.

In 1903 the company was reorganized. The Packard Motor Car Co. took over the automobile end of the business and moved to Detroit. The lamp division was taken over by the National Lamp Division of the General Electric Co. The parent company retained the name, the Packard Electric Company, and the automotive cable and transformer business, on which it has specialized ever since.

The first effort made by the company to address itself to the advertising problem named in the third preceding paragraph was a series of eight-page leaflets in which some exceptional achievements were described of

automotive vehicles equipped with Packard cables. One of these was the trip of "Old Pacific," a single cylinder stock Packard car, made in Warren, O., in 1903, before the motor car business was transferred to Detroit. "Old Pacific" ran from San Francisco to New York from June 20, 1903, to the middle of August, and covered 4,068 miles—a marvelous accomplishment in those days.

Another achievement described in this folder was the New York to Paris race in which seven cars participated: four French; one German; one Italian, and one American. The cars left Times

## Lost Control of His Car

He taught his wife to drive and two cars are now parking where but one parked before. But he has a satisfied wife—

**A**UTOMOBILES have probably done more to raise the American Standard of living than any other single contributing factor. They have brought the country man to the busy marts of trade—have taken the city man away from noise and dirt and the mad rush, out where birds sing and flowers grow.

But how about the woman? Has it been entirely fair to her? Suburban transportation is notoriously inadequate for these modern times. Suburban isolation is a bugbear to the woman, a bugbear which can only be dissipated by providing her with modern transportation. By every law of right and fair play it is her just due.

A very considerable percentage of car owners today need, and can afford to buy another car. An analytical survey of specific cases will usually disclose convincing reasons for the purchase of the additional car—not a trade-in either, but, the sale of a new car.

Thus vast potential market is waiting to be sold. Let it never be said, that the automotive industry failed to grasp the golden opportunity.

*This is one of a series of messages addressed to every man who sells automobiles*

**The Packard Electric Company**  
WARREN, OHIO

MANUFACTURERS OF PACKARD AUTOMOTIVE CABLES

ONE OF THE SERIES OF ADVERTISEMENTS TO HELP SALESMEN SELL AUTOMOBILES

lem, therefore, may be stated as follows: To create an appreciation on the part of the entire automotive industry of the vital importance of the electric cable system in the automotive vehicle and to emphasize the selling power which may be added to an automobile by the adoption, as standard equipment, of a cable of recognized quality.

The Packard Electric Company was founded in 1890 by the Packard brothers, J. W. and W. D., to manufacture incandescent lamps and electric transformers. In 1899 automobiles were added to the line—the first Packard car was



Square, New York, on February 12, 1908, crossed America, Alaska, went over the Behring Strait on the ice, passed through Japan and Siberia and entered Paris on August 30, making the trip in 169 days and two hours. The Thomas Flyer was the only car finishing which complied with the conditions of the race and the Thomas Flyer was wired with Packard cable.

Another achievement described was the trip of the N. C. 4 in 1920, from Jamaica to Lisbon, accomplished in nineteen days, with the help of Packard cable for lighting and ignition.

This series of folders was issued for a number of automobiles in which Packard cable is standard equipment, such as Packard, Bethlehem Trucks, Gardner cars, Stewart Trucks, Westcott, Republic, Oakland, Gramm-Bernstein, Elgin and Templar. A supply of these leaflets was printed for each car manufacturer and distributed to his entire list of dealers, distributors and salesmen.

Turning its attention to market conditions in the automotive industry the Packard Electric Company decided that along with its efforts to create an appreciation of the importance of the electric cable system in the motor vehicle, something more than this would have to be done to keep the entire industry moving forward. In other words, the company decided that it would have to help to create an appreciation for the motor vehicle itself, and that the parts manufacturer, as well as the car manufacturer, must contribute some effort through advertising to sell more cars.

#### PUBLIC IS EXPERIENCED IN BUYING CARS

"Figures compiled by the Chilton Automobile Directory on the volume of sales for 1922, as compared with previous year," said J. C. Bowman, advertising manager of the company, "show us that this year for the first time in history a majority of the cars manufactured are being sold to people who have previously owned

automobiles. In other words the replacement market is now greater than the market composed of first-time buyers. This fact, together with general economic conditions, is bound to result in a lessening of the influence of sentimental consideration in the purchase of cars and means that greater attention will have to be given to emphasizing the true value of the product itself as a vehicle of transportation and service.

"In an endeavor to do our part in this great work we have prepared a series of addresses to every man who sells automobiles. Each of these addresses is intended to convey a constructive suggestion of a specific line of attack which can be brought to bear in special cases where real constructive salesmanship is necessary."

These addresses appeared as a series of page advertisements in one of the automobile publications. The first of these advertisements was a two-page spread entitled "Milestones of the Automotive Era" in which the various phases in the development of the automobile were characterized as "the age of go," "the age of comfort," "the age of convenience," "the age of production" and "the age of beauty." To these were added a brief explanation of the condition of business at the present time under the caption "Today" and a somewhat longer message under the caption "Tomorrow." In the latter the industry was reminded of the importance of informing the buyer of the value of every working part of the finished automobile and of capitalizing the selling value of the parts. The industry was told "that the automotive parts manufacturer owes to his industry a co-operative effort which will, in so far as possible, assist the manufacturer who eventually sells those same parts to the ultimate consumer in taking the fullest advantage of their selling power."

The thing about these advertisements that will prove of great interest to the reader is the way in which the products of the Packard Electric Company are kept

out of the copy and the unselfish effort made to give the automobile salesman to whom they are addressed definite help in selling more cars without regard to the fact of whether or not those cars might be equipped with Packard cable.

One of the advertisements is entitled "Lost Control of His Car." It tells how a man who owned a car taught his wife to drive, with the result that she came in time to want a car of her own and that now two cars are parked in front of the man's house where but one car was parked before. Here a definite suggestion is made of how to sell another car to a present owner.

Another advertisement reads "Sandy's One-Way Pockets" and describes how a clever car salesman got around a canny Scotchman's disinclination to part with his money for an automobile. Another reads "Increased Earning Power" in which the case of a carpenter is mentioned who was unable to get enough work to keep his home. This man bought a car, increased his operating radius to such an extent that he secured enough work to pay for it and keep his home. Other advertisements are entitled "The Pursuit of Happiness," "Wins by a Nose," "The Service Problem."

Almost every advertisement in the series is filled with good selling ammunition for the car salesman. Space will not permit more than one quotation—from "The Service Problem":

The great American buyer is looking over his next car now. Experience has taught him many things. It has made a regular 45-minute egg of him. He knows exactly what to look for this time. It may be the dash out to the golf club, or the lower tax rate of a suburb, or the increased number of business calls per day that has brought him to the automotive industry. There are plenty like him who remain to be brought, too; but this composite of ten million owners has advanced beyond that stage. He is buying this time from experience and for performance. The direction in which he is looking is toward those products of whose ability he knows. He recognizes them by certain earmarks which spell service.

Service, however, in the buyer's mind is still associated with an almost complete freedom from trips to the repair

shop. Their guide in this respect is recognition in a car of parts and materials whose name has become a standard of value. If an offered vehicle has in it all of the things which they know to be good, the sale is made a matter of routine. If a demonstration includes the naming of components, only one or two of which may be recognized, the standing of those names, and the values which they represent, will dominate the whole mental picture.

To that manufacturer and that salesman, whose car this year is built up of features which are recognized values, the way is opened for profitable selling effort. For most of this year's buyers are people who know why they want it, and what they want. They are thinking of service.

After the campaign had been run the entire series of advertisements was printed in the form of a brochure called "The Subtle Influence" and distributed to the trade.

In addition to the campaign that has been described in detail in this article, the Packard Company maintained its regular advertising on cables in automobile publications in which the various items in the line were listed and described. These advertisements were directed to dealers, jobbers and car manufacturers.

### Oil Company Advertisises Service

The Manhattan Oil Company of Iowa bases a campaign which is being carried on at present at Des Moines upon the idea of service at its filling stations. All mention of the quality of its gasoline and oils is omitted. Instead, the offer is made to inflate tires, clean the windshield, wipe off headlight lenses, brush the car interior, remove anti-skid chains, or perform any other service desired. The fact that tipping of service-station employees is not allowed is used to emphasize the point that the service it offers is free.

### "Good Housekeeping" Adds to Chicago Staff

Gordon Cole, formerly a member of the advertising staff of The Nast Publications and for the last year Ohio representative for *Vogue*, *House & Garden* and *Vanity Fair*, has joined the Western advertising staff of *Good Housekeeping*, with headquarters at Chicago.

### "Commercial Vehicle" Becomes "Motor Transport"

*Commercial Vehicle*, published by the Class Journal Company of New York, has been renamed *Motor Transport*.

*"The National Newspaper of New England"*

# Boston Sunday Advertiser

Is now reserving full pages for:

**Back Outside Page**

**—"Brisbane—City Life Section."**

**Back Outside Page**

**—"March of Events Section."**

Full page, 280 lines. 8 columns—2240 lines.

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March, April and May at 80c per agate line—\$1792.00.

For agencies and advertisers big enough to use  
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**February net paid average**  
**507,610**

These back outside pages are particularly favorable.

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Boston Advertiser  
915 Hearst Building  
Chicago, Illinois

E. A. HOLMAN, Boston Advertiser, Monadnock Building, San Francisco, Cal.

For booklet showing complete distribution by cities and town address  
Kendall B. Cresssey, Boston Advertiser, 309 Washington Street, Boston, Mass.



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WE have always worked upon the principle that we can never be more successful than those we serve. So far as our knowledge goes, the particular field that this publication now occupies is the first serious, carefully planned endeavor, in bringing together an economical group class circulation that makes possible maximum results through allied merchant trade relationship, so that in a concrete way the message of American Industry in this particular field is concentrated on specific lines of trade, plus a highly specialized service that today has gained for the Importers Guide national recognition.

## ULAR CIRCULATION OVER 102,000

centrated on a specific class of trade. We have prepared a very interesting booklet entitled "Foreign Advertising and Marketing." We will take pleasure in mailing a copy to you on request.

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Importers Guide

FOUNDED 1904

J. E. Sitterley, Publisher

HIGHTH AVENUE

NEW YORK CITY



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# The "Menace" of Farmer Co-operation

Competition Would Not Be Stifled, But the Farmers' Business Would Be Lifted to a Higher Plane and Their Buying Power Would Be Increased

By Hugh J. Hughes

Director of Markets, State of Minnesota

**B**ECAUSE of the doubt in certain quarters as to the permanence of the wave of co-operation now sweeping over rural America, and because of the fears expressed in certain other quarters that this movement is filled with danger to agriculture and industry as a whole, it may be well to look with some degree of care into the possible field and expressed purposes of such co-operation as has succeeded in establishing itself as part of the farm life of the nation.

The growth of farm co-operation in the United States has invariably followed well-defined lines, and may be traced back to clear-cut causes. Without exception the question of a lack of satisfactory markets has been the one that co-operation has been called upon to answer. The productive development of the nation has outrun the marketing development, particularly the development of satisfactory local markets.

For this reason the co-operative movement began, and has had its most loyal support, in those neighborhoods that were changing their system of agriculture from a simpler to a more complex type, or that were isolated by reason of distance from natural markets. In such neighborhoods seasonal surpluses overtaxed the capacity of the local private dealers, or else these dealers took advantage of the situation and offered prices based upon their assumed monopoly of trade. In either case the producer saw the material wealth of the season's work taken over, and the profits absorbed, by the private dealer. This led, first, to discontent, and in time from dissatisfaction with existing con-

ditions to co-operative action.

The form that the co-operative movement has taken during its more than forty years of gradual growth has at all times depended upon the nature of the problem it has had to face.

In the Upper Mississippi Valley States, notably in Wisconsin, Minnesota and Iowa, the preliminary steps in co-operation began with the organization of local selling associations, such as farmers' elevators for the handling of grain, co-operative cheese factories and creameries for the manufacture of cheese and butter in the farm neighborhood rather than upon the farm, and livestock shipping associations for the pooled shipping of livestock.

AIM IS TO CORRECT ABUSES, NOT TO  
END COMPETITION

The end aimed at in each of these cases was the definite correction of some special form of local marketing abuse, as seen by the farmer. The co-operative creamery came to save the day for the struggling dairyman whose home-made butter was a drug on the local market. It took from the country storekeeper one of his chief items in trade, and at the same time it solved one of his most difficult problems—that of how to buy and assemble every imaginable grade of country butter and get rid of it at a profit.

The co-operative elevator was the answer of the farmer of the grain States to the private elevator and "line house," both of which had early taken the field, had as a rule overdone the matter of local competition, and quite universally were exacting wide margins between the price paid at

the local elevator and the price received at the terminal.

And be it noted in passing that while the local co-operative creamery virtually abolished the home churn it did not wipe out competition. The privately owned creamery, both the small neighborhood type and the better known and heavily capitalized "centralizer," furnishes keen and thriving competition to the entire co-operative group, while the "line house" elevator and the one-man local grain warehouse are by no means so extinct as one reading only co-operative literature might imagine.

The livestock shipping association met a similar situation in the livestock field. With the growth of livestock farming, local stock buyers born with a trading instinct developed and thrived. As their numbers in a given territory increased so did the keenness of their trading, and the farmer found himself supporting several men working only part time at the business of gathering together and selling his cattle and hogs. The co-operative movement, by pooling shipments and selling the individual farmer's offerings to the terminal market buyer, in large part did away with the local overhead costs in selling and gave to the co-operative groups stronger prices for their stock. And here again the victory of the co-operatives was only in part complete—the private buyer still rides the circuit of the Mid-Western farms, but his power to dictate the farmer's price is over.

#### QUALITY OF POTATOES ESTABLISHED BY CO-OPERATION

Meanwhile a generation ago, a group of poverty-stricken planters in Virginia, growers of potatoes and other truck crops, were feeling their way toward better times. They were fortunately situated between the great industrial centres to the north and the buying markets of the South Atlantic States and Cuba. They hit upon the idea that if your neighbor and yourself are producing any article of commerce, whether it be silver-

ware or potatoes, the one that offers the best market commodity, put up in a manner to suit the buying public, will get the business, provided he tells the world about it. And as a result the Eastern Shore of Virginia Produce Exchange began a long and notable fight for quality, and, by offering quality, established the fact that the farmer can bring the buyer to his door—when he has the right sort of goods with which to attract him.

About the same time, or speaking in years, about thirty years ago, another co-operative movement began. Land men had sold citrus groves in California to men who found themselves a continent away from market and without the means properly to market their crops. Local co-operation proved of little value. The buyer simply backed away from the farmer's gate and met him at the shipping point. Prices were ruinous. Food rotted for lack of buyers and for lack of cars. So the farmer did the only thing left for him to do—organized his local co-operative associations into a sales federation, fought the railroads for rates and service, bought his own refrigerating cars, employed specialists in fruit diseases affecting fruits in the orchard and in transit, established sales agencies throughout the eastern part of the country, and made the name of the California Fruit Growers a power in the commercial world.

But the fact needs to be emphasized that neither in the case of the farmers of Virginia nor in that of the farmers of California has the movement resulted in anything like exclusive monopoly. The Fruit Exchange does spread out its marketing, thanks to cold storage, over the entire year. But it does not thereby control either supply or price, though its distribution of the crop of its members throughout the year has an equalizing effect upon the price received by the grower as well as upon the price paid by the consumer. Whatever of commodity control there may be ends with the products of the member asso-



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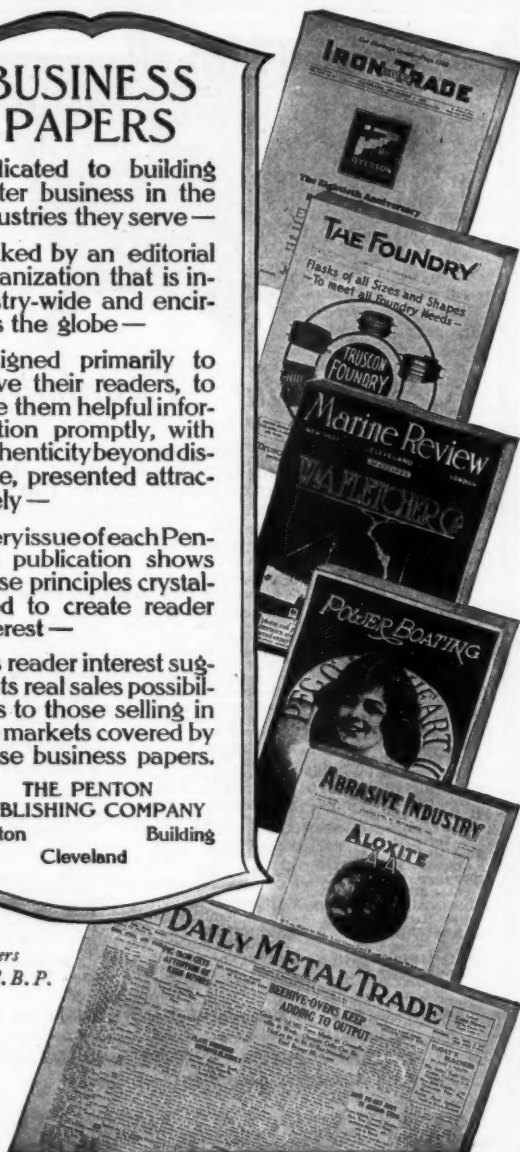
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FOR ALL KINDS OF FINE PRINTING

ciations. Supply and demand are allowed to work, and the grower profits by financing his sales organization to such a degree that it does not have to sell his products until the demand calls them directly into consumption.

Industrially, the South has been in much the same situation as the Grain Belt ever since the war between the States. Its transformation from a one-crop to a diversified farming basis came more slowly than in the North. The cotton planter had two markets—New England and Great Britain. Both of them were far away. His crop came on during a brief season. The business of financing it was outside of his hands. He, like his grain-growing neighbor, felt that the price received gave him the short end of the deal. And out of this feeling arose the present-day movements in the South for crop diversification and for co-operation in selling.

This completes the swing about the circle of the nation. With each of these co-operative centres working at the solution of its own immediate problems the co-operative idea grew and took on new forms, depending upon the local situation and the immediate question to be settled. The New England whole milk producers, noting the success of the dairy co-operatives of the Mid-West, called co-operation to the solution of their problems, and another great co-operative undertaking was under way. Out in Minnesota the farmers supplying the Twin Cities with whole milk were grappling the same situation about the time that the World War broke out. On the Pacific Coast, up in Washington and Oregon, the grain growers, building after the pattern of the fruit growers farther south, were pooling their wheat, and in the Hard Wheat country the farmers, led by the example of the Canadians, were attempting to establish a direct connection with the mills through a terminal marketing agency at the Twin Cities.

This fairly outlines things up to the time of the late war. Co-

operation was essentially local, born out of local causes, and in spite of many and serious failures it had, on the whole, entrenched itself as a valuable part of the farmers' business machinery. It had cut down the spread between the local and the terminal markets. It had done away, at least in part, with unnecessary competition. It had become an indispensable part of the machinery of production in the fruit industry, in the cheese and in the butter industries. It was proving its value as a money saver and price getter to the community that offered quality and quantity in exchange for price.

But it had not ousted competition. Its only effect upon competition had been to make it more reasonable and more efficient. Where private business had been efficient and co-operation had lacked sagacity, co-operation had died out. Where private business insisted upon its "right" to the business of the farmer regardless of service rendered, it had died, and where both were alert and useful to the producer both thrived, and still remain with us.

Then came the war and the economic upsets that followed it. There is a popular idea that the farmer grew rich out of the war. He did not. A lot of money passed through his hands and left him with an exploded land boom to ponder over. The inflation of land and the deflation of crop prices hit him hard. And he began to wonder whether the same machinery that had served him well locally might not be built to serve his needs on a national scale.

#### THE REASON FOR FARM BUREAUS

The work of the Farmers Union and of the Farm Bureau and similar organizations need not be gone into in detail. It is only necessary to point out to the reader and have him bear in mind that the work of these bodies is to be kept clear and distinct from the work of actual co-operative business agencies of the farmer, no matter how created. Such organizations find their reason for

existence in the fact that the farmer feels, and deeply, that his local co-operative ventures have solved certain of his local ills, but that they have not touched the nub of his problem, which is how to retain a fair measure of control over his crop until it shall be needed by the consumer—in other words, how to get away from the necessity of throwing his crop on a glutted harvest-time market with its resulting depression of prices due to forced selling.

That is the business problem with which the several sales organizations recently created to function along various commodity lines have set themselves to solve. It differs from monopoly control in that none of these organizations has it in mind to go out and buy up the grain, or livestock, or dairy products, or fruit, or potatoes of the nation. Their sole purpose is to handle the products of their own members in the most satisfactory way so far as returns are concerned.

As a definite business proposition this may mean one of several things. It may mean the storing of such products as grain, fruits, etc., until the consumer demand arrives. This involves the very considerable problem of financing. In ordinary turnover sales the producer, whether individual or association, puts his product into the deal and waits for the actual sale before any money is returned to him.

Where delayed sales become necessary in order to feed the market in keeping with the normal consumer demand, some method of advancing a fair proportion of the value of the crop must be worked out, for the farmer is wholly unable to do this for himself, on any national scale such as is here contemplated. Here the students of wise co-operative management look to the experiences of the older co-operative sales organizations of the West Coast and of the East for suggestion. By refraining from buying and from speculation, they hope to be able to evolve a system

of financing that will enable the farmer, collectively, to sell, not when the crop comes in, but rather when and as the demand runs.

Perhaps it is well to stress the fact that such action does not and cannot lead to monopoly. The cotton, the wheat, the potatoes, the fruit, the livestock of the United States are in competition with the like products of the entire world. Were the farmers of America to declare for a policy of monopoly, and put it across within the confines of the nation, there is nothing whatsoever to prevent the opening up of new wheat lands, new cotton lands, new fruit lands, and so on, until any local monopoly, even though nation-wide, would finally break down by the sheer force of outside competition and world-wide over-production beyond the power of any such monopolistic organization to control. So, in spite of the voices within the ranks of the farmer-advisers, urging him to the impractical course of economic sand-bagging, the farmer as a whole is well satisfied to see conditions so altered that, by feeding rather than flooding the market, the natural effect on prices of the law of supply and demand can be observed and made to work to his advantage.

#### MAKES FOR BETTER QUALITY OF CROPS

Another way of increasing prices materially to the farmer, without materially increasing them to the consumer, suggests itself to the actual leaders of the federated co-operative movements. The farmer, even when equipped with local co-operative sales associations, has not been *merchandising* his wares; rather, he has been *dumping* them. He has not been in a position to bargain for price. He has seen his neighbor's poor wool or potatoes or cattle bring as much as his own good quality offerings, and as a result he has become indifferent to the supreme sales advantage of quality.

This indifference to quality rises up at the very outset to curse the

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McCUTCHEON LINENS

BARRETT PREPARED ROOFINGS

PETER SCHUYLER CIGARS

TERRA COTTA

TARVIA

IMPORTERS & TRADERS NATIONAL BANK

WALLACE SILVER

ENCORE PICTURES

NEW-SKIN

WESTINGHOUSE AIR SPRINGS

"QUEEN-MAKE" WASH DRESSES

BARRETT SPECIFICATION ROOFS

*What we've done for others we can do for you.*

***Largest Evening Circulation in Iowa***

**Over 64,000 Daily**

**Over 30,000 in Des Moines**

**1922 Department Store Advertising**

	<i>Lines</i>
CAPITAL (Evening Only) . . . . .	1,958,768
2nd Newspaper (Evening Only) . . . . .	1,617,971
3rd Newspaper (Morning and Sunday) . . . . .	578,344
4th Newspaper (Evening Only) . . . . .	357,889

***Important Note:***

The Capital competes with a publisher who advertises a morning and evening newspaper combination as a single newspaper with a single circulation. It seems to us that this might confuse national advertisers. The local advertiser knows the true situation.

**THE DES MOINES CAPITAL**

***"The Department Store Newspaper"***

**O'Mara & Ormsbee, Inc., National Representatives**  
New York, Chicago, San Francisco

**Lafayette Young, Publisher, Des Moines, Iowa**

Mar. 8,

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newly formed sales organizations. The farmer insists, until shown the suicidal folly of it, that his sales association shall take and market whatever he produces, regardless of quality.

And it is admitted on all sides that the one big job before the co-operative sales agencies is the establishment of market reputation based upon the dependability and quality of the offerings made in behalf of their members. This is ancient history to the fruit growers of the West. The farmers of Virginia and of Maine know that quality lifted their mortgages. And the lesson that without quality there cannot be satisfactory or profitable marketing is fast going home to the members of the new co-operative sales groups.

These two things—reasonable distribution of the supply over the season of demand, and a careful attention to the quality of the product offered the consumer—sum up the business aims of the co-operative sales groups. In other words they realize that they must render to the public the same marketing service, or a bit better, than that given by private concerns. They appreciate the fact that there can be no monopoly either of production or of service to the consumer, and that the success of the whole co-operative sales movement hinges upon giving to the consumer what he wants when he wants it, in a manner and at a price that will command his business.

### S. A. de Baer Forms Advertising Service

S. A. de Baer, who has been with the Frederick N. Sommer Advertising Agency, Newark, N. J., for the last eight years as chief of copy and plan, is now engaged in a free lance advertising service at New York. Before joining the Sommer agency, Mr. de Baer was advertising manager of R. H. Macy & Company of New York.

### Chicago "Journal" Appoints C. D. Bertolet

The Chicago *Journal* has appointed Charles D. Bertolet, publishers' representative of Chicago, as its foreign advertising representative.

## Endorses Our Stand on Radio Advertising

CAMBRIDGE, MASS., Feb. 26, 1923.

Editor of PRINTERS' INK:

Let me compliment you on your stand in re advertising by radio.

I am an ardent "radiophan," and am on the staff of a Boston advertising agency. Hence I feel that I may perhaps have a view of both sides of the fence.

It seems to me that the value of radio as an advertising medium is greatly overrated. While it is true that a powerful broadcasting station can be heard over a radius of hundreds of miles, only sets tuned in to that particular station will receive the advertising message. To get the full import of a radio message, they would have to be in tune as the message began, or its effect would be lost. This would happen only if an interesting program were being broadcast in which case anyone can imagine the feeling of resentment that would be created by the interjection of an advertising feature. Radio listeners whose receiving sets have any range or selectivity can pick and choose among a large number of sending stations. This being true, it is easy to foresee that many, on hearing advertising on the program, would swing away from the offending station and tune in on one broadcasting a program that was easier on the ears.

It can be seen that an advertiser's hold on a radio audience would be slight. He does not have the advantage of personal contact such as he would enjoy were he addressing his audience face to face. Neither does he enjoy the many avenues of creating a good visual impression that are open if he is using the printed word.

I feel, furthermore, that all broadcasting stations would not have the forethought of the American Telephone and Telegraph Company, and that commercialization of the air is a distinct possibility. Government regulation of radio is not yet strict enough. The air at certain hours is jammed with the programs of several hundred broadcasters. Add to this a jumble of advertising and imagine the results.

I think it was the president of the University of Illinois who recently said that radio might easily become the greatest educational factor in the country. Serious damage to advancement in this direction as well as to the sale of apparatus by radio manufacturers is also to be anticipated if radio advertising is allowed to develop.

WALTER K. MUNROE.

### Two Los Angeles Agencies Consolidate

Harry J. Wendland, who conducted an advertising agency under his own name at Los Angeles, has consolidated his interests with the Morse-MacLean Service Agency of that city. Mr. Wendland becomes chief of the copy department under the new arrangement.

## Story & Clark Plan Larger Campaign During 1923

A national advertiser for little more than a year, the Story & Clark Piano Company, Chicago, is using general and class publications and newspapers for its 1923 campaign. The company has added a new product, a small grand piano, to its line, and is advertising this widely with its miniature model player for children.

Color pages illustrating "a modernized version of Shakespeare's seven ages of man" are being used in some publications to lend emphasis to the company's statement that "from generation to generation a Story & Clark piano will be handed down."

## Loose-Wiles Biscuit Earnings Increase

The Loose-Wiles Biscuit Company, Kansas City, Mo., "Sunshine" biscuits and "Vassar" and "Nobility" chocolates, reports net profits after interest, depreciation and Federal taxes, of \$820,967 for 1922, as compared with \$208,772 in 1921 and \$945,793 in 1920.

## Joins Atlas Letter Service

Clyde D. Wrench, formerly with Erwin, Wasey & Company, Chicago advertising agency, has joined the Atlas Letter Service, Inc., Chicago, as vice-president.

## Who Knows "The Father of Them All"?

WOOD, PUTNAM & WOOD CO.  
BOSTON, MASS., Feb. 26, 1923.

Editor of PRINTERS' INK:

Will you kindly advise us whether the slogan, "The Father of Them All," has been used heretofore by any advertiser? Your prompt answer to this inquiry will be greatly appreciated.

WOOD, PUTNAM & WOOD CO.

## Sheboygan, Wis., Advertising Men Form Club

The Advertising Club of Sheboygan, Wis., was organized February 26. Officers elected were Walter Distelhorst, president; P. E. Kircher, vice-president; Harold S. Allman, secretary; Abe Van de Repe, treasurer; and M. G. Kaumheimer, Ray Bodenstein and A. A. Keppler, directors.

## New Account with Rochester Agency

The Smalldclothes Company, Geneseo, N. Y., is planning to advertise its "Small Clothes" wearing apparel. The account has been placed with the advertising agency of C. Henry Mason, of Rochester, N. Y.

# Advertising and Progress

¶ More progress has been made in the last hundred years than in all previous ages. Practically all of the great inventions have come during the past century—truly a great age.

¶ The three greatest factors of this progress have been Transportation, Communication and Publicity (advertising). Without the aid of advertising the development of science and invention would have been impossible, and progress greatly retarded.

¶ Modern civilization owes much to advertising. If you would develop and strengthen your business and products, advertise them!

# THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives  
Constantine & Jackson  
7 West 16th St., New York

CHICAGO

Mid-West Representatives  
Wheeler & Northrup  
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 910 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International





## FOUR TREATISES on "Paper is Part of the Picture"

by  
OSWALD COOPER  
W. A. DWIGGINS  
C. D. ELLINGER  
R. F. HEINRICH

MORE and more, advertising creators *think paper*, when they plan direct-mail pieces. This is bringing many new developments in technique,—on the part of artist, typographer and layout-man. During March, we will mail a portfolio which contains four more examples of "Paper is Part of the Picture." Oswald Cooper has thought it out with lettering and Blandford Book; W. A. Dwiggins with pen drawings and Alexandra Book; C. D. Ellinger, with flat colors and Bay Path Book; R. F. Heinrich, with wood cuts and Old Stratford Book. If you are not on our mailing list, write to STRATHMORE PAPER COMPANY, Mittineague, Mass.

# STRATHMORE

## *Expressive Papers*



## If you selected the IDEAL Salesman you would hire one

Who is conscientious,

Who is honest,

Who calls on more people able to buy your product than his competition,

Who has integrity to reflect the integrity of the merchandise he sells,

Who has the personality to be received warmly when he calls,

Who is believed in by those he sells,

Who sells at a profit, because his costs are consistent with his results.

If you could always find that kind of salesman, selling would be much simpler.

## In Syracuse, New York, the SYRACUSE HERALD

is *that* sort of salesman. It reaches *more* people in the trading area of Syracuse than any other medium and is acceptable to them. It carries the selling load, and *that* is one good reason why it is a *FIRST* in advertising lineages; local, national and in important classifications.

### *Special Representatives*

## PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Avenue  
New York

Globe Building  
Boston

Steger Building  
Chicago

Sharon Building  
San Francisco, California

San Fernando Building  
Los Angeles, California

# Finding the Weak Spot in the Consumer's Armor

Certain Advertising Arguments, Close to Human Nature and Everyday Life, Prove a Stronger Selling Force Than Generalization

By W. H. Heath

PEOPLE are moved to action by emotion.

A scientific-minded sales manager of a very large organization of men has instructed his force in the fine art of judging each prospect, each customer, as a separate, distinct problem. He will not tolerate a set, unchangeable approach. Form sales talks, like form letters, have their limitations. This sales manager sums it up by saying:

"Every prospect has a weak place in his armor, and I tell my staff to study the man and discover that vulnerable position. After that, the problem of selling is comparatively easy."

With advertising, the same principle very often holds good. Generalization and routine advertising is giving way to the wise selection of some broad, acknowledged human weakness. And by "weakness" we mean human susceptibility.

A member of a famous vaudeville team, known the world over, once told the writer that he won his audience, in every locality and in every country of the globe, the first two minutes, by poking a little fun at the nearest adjacent city or village—poking a little innocent fun at it.

There are certain qualities which are common to practically everyone of every race. When advertising plays upon them, elaborates upon them and uses them as a basic theme, the reader finds them and applies them to his own specific case. The weak spot in his armor has been found.

That this form of advertising is more efficient than broad generalization and self-commendation copy is now an accepted fact. There are two grocers in my town. One has the cream of the busi-

ness. He talks about his customers to their faces. The other and less successful dealer talks about himself and his stock. One holds Mrs. Brown's business, year in and year out, by bustling up to her and asking how Baby Esther is getting along and if Mrs. Brown's cold is better! The other loses business by forever talking shop and refusing to bother himself with the little, natural everyday elements of life.

There is a saturation point beyond which it is dangerous to tell how good you are and how perfect your service or your goods. There can be such a thing as too much egotism in advertising copy. But one theme never grows old. It never outlives its power to attract—echoes and reflections of the prospect himself. Allowing him to be the hero of your campaign.

Life itself is the best copy-desk of all.

In a desperate search for selling ideas, why not dip into the annals of the masses and their own daily experiences? The manufacturer of farm implements, who during a dull season, when farmers were having a severe struggle to keep mortgages off their farms, picked some fine plums by exactly reversing the customary method in his advertising and refraining from too much shop talk. A generous proportion of space was devoted to sympathizing with the lot of the farmer, his struggles, his hazards and his handicaps. The farmer was very thankful and astonishingly responsive. Here was someone at last who did not think the farmer had a bed of roses to cultivate. Here was someone who understood his problems and who sympathized with him. It was in-

direct advertising in a sense, but it was extremely profitable.

Certain things, certain episodes, certain happenings, certain dreams, ambitions and longings are generally known. When you mention them to one person you are speaking to all. That is why the motion picture directors so often present the obvious. The nearer a picture comes to reflecting the lives of everyone in the audience, the more successful is that picture. A scenario may be set in Central Africa or up the Amazon, but if it is high-lighted with touches of human nature the audience laughs or stifles a sob, to fit the case.

"I put myself and my advertising in the other fellow's place," paraphrased one manufacturer, "and I have not had occasion to complain of it, to change its form or manner, in thirty years."

An application of these principles is to be found in a number of the new campaigns of the new year, notably a series of pages for Rogers Bros. silver plate. The idea is carried into the field of

illustration. Wistfully, and with a shade of regret on her face, a young woman, in evening dress, stands at the open door, just after her guests have departed.

"After the guests have gone" is the headline. And then these words: "Laughter and the calling of 'good nights'—the starting whir of the motor, and a tail-light twinkling down the drive. It had been a good dinner party! But—it certainly was a bit embarrassing, one time in the meal, to have to whisk away the knives and forks and spoons to be washed before the next course. And then, Mary had to rush out some old silver that didn't match at all. It was exasperating—that!"

A weakness in the consumer's armor has been sensed in this copy. Every woman, every hostess, has doubtless been through exactly this same experience. It is embarrassing. She will say "yes" to every word of the advertiser's argument. He has pointed a finger at an embarrassing truth. And again she is reminded:

# The KNIT GOODS GROUP

*Knitted Fabrics  
& Apparel*

*The  
Underwear & Hosiery  
Review*

*Sweater News  
and  
Knitted Outerwear*

**The Journals of the Knit Goods Trade**

*Published monthly  
by*

**THE KNIT GOODS PUBLISHING CORPORATION**

321 Broadway, New York, N. Y.

# Success Bond

*SUCCESS*—in selling or in any other branch of business—is largely psychological, according to authorities.

We call it just *logical* to wear the best clothes we can honestly afford, to look, talk and in every way appear as if we *respected* ourselves.

*SUCCESS* Bond is a good paper to choose for your letterhead if you wish to prove self-respect and attract the respect of others. For the slight difference per letterhead, you can't afford not to choose it.


*"Note the Tear and Wear as well as the Test"*

## NEENAH PAPER COMPANY

Makers of

OLD COUNCIL TREE BOND  
SUCCESS BOND  
CHIEFTAIN BOND  
NEENAH BOND

*Neenah, Wisconsin*

Check the  Names

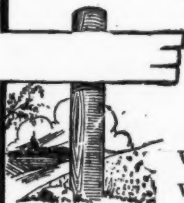
WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



## Vermont—with Nine Months' Income in the Bank

They know how to save money up in Vermont.



*Signposts  
of  
Buying  
Power  
No. 5*

For years Vermont has stood out as one of the three "savingest" states.

Look at her now for a minute with \$465.37 for every man, woman, and child in the savings deposits of the state.

This, balanced against the national per capita income of \$586.00 means nine months of income stored up as readily available purchasing power.

Plenty more is well invested. Ask Boston's best investment houses.

These thrifty savers and wise spenders are well covered by six dailies—a most attractive field for advertisers who believe in persistent, every-year campaigns.

# Vermont Allied Dailies

Barre Times      Brattleboro Reformer      Bennington Banner  
Burlington Free Press      Rutland Herald  
St. Johnsbury Caledonian-Record

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"How often you have been inconvenienced because you have not had enough silverware! And all so needlessly! For the cost of adding to your silverware, in small quantities, if you wish, is very reasonable."

It is conceivable that ordinary copy appeal might be employed, along conventional lines, calling attention to the prestige of the manufacturer, the beauty of the product, etc., without making the same forceful impression upon the prospect. She may be conscious, as she reads, that this delicate little suggestion applies to some one of her own personal experiences.

A novel experiment has been tried in behalf of Mobiloil. Men are, as a rule, the drivers of the car. They are looked to for the perfect running and dependability of the car when needed, often in emergency. Therefore a number of familiar incidents are illustrated and described, such as cold weather delays. Plans have been made to go somewhere in the car; mother and the children are ready. Looking from the window they see Dad, disconsolately standing by the open door of the garage. He can't start the automobile. Every expedient has failed.

In some units of the campaign there is a hint of mild reprimand, even of ridicule, as if it was said to the careless car owner: "You should be ashamed of yourself. Lubrication has much to do with the operating of a car in the winter period. You should study oils—the oil for your type of car."

And the car owner's vulnerable spot, unquestionably, is his belief in his ability to keep the machine going. He doesn't very much relish the tongue-lashing he must face when he disappoints and closes the door on a car he is unable to start. Pride is mixed up in it to no inconsiderable extent.

A piece of copy addressed to women by The Pierce-Arrow Motor Car Company is quoted herewith. It is skilful to a degree, in that it is scientifically and studiously composed to strike at a receptive

## Introduce Your Wares

**T**HROUGH the Daily Newspapers in the territory and districts that rightly belong to you. Why pay for circulation in territory you do not expect to enter, now or later?

**A**dvertisers should apply the same rule to their advertising they do to their business. Eliminate waste by buying circulation where and when you need it—ask your agency.

**Boston Globe**  
**Baltimore Sun**  
**New York Times**  
**Minneapolis Tribune**  
**San Francisco Bulletin**  
**St. Louis Globe-Democrat**  
**Philadelphia Public Ledger**  
**Des Moines Register and Tribune**

Information regarding these trade centers and trade conditions will be gladly furnished by the advertising departments of these papers.

**GUY S. OSBORN**

Incorporated

**CHICAGO**

**1302 Tribune Bldg.**

**DETROIT**                      **ST. LOUIS**  
701 Ford Bldg.              401 Globe-Democrat Bldg.

mood—to pierce the weak spot in the armor. Women would not respond to technical descriptions, nor would the customary exalted claims of superiority greatly impress them. This copy unquestionably would:

"To a Woman—Cold, bitterly cold—the biting wind swirling the snow in whirlpools of feathery dust. Jeritza in 'La Tosca' at the Metropolitan—the old clock on the stairway telling the hour of eight—and the chauffeur waiting at the curb in the new Pierce-Arrow Enclosed Drive Limousine. The quick dash from the protecting doorway makes you grateful for the interior luxury of this beautiful car. Softly illuminated by the domelight and the corner reading lights, the richness of the upholstery and the immaculate finish charm you anew.

"You sink into the deep, lounge-like rear seat—built over a generous depth of springs and curled white hair. Your arm naturally finds comfort on the unobtrusive arm-rest. An exquisite limousine

clock ticks off the minutes as you glide smoothly and swiftly over the glistening boulevard."

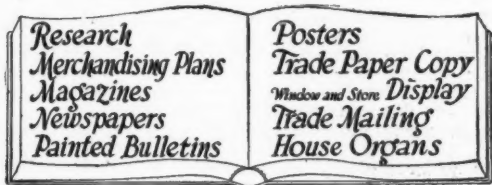
All of which, for its exclusive audience, is a superlative form of approach, nicely gauged to appeal to women where they are—what shall we say—weakest? These delicately described luxuries are truly feminine.

The biggest argument for Hoffman valves is their saving of heat, of fuel, through proper regulation of radiators. But it is safe to assert that the money question would never have put over the advertising. The manufacturer knew, from common knowledge of people, of human nature, that the average individual has a cordial hatred for the irritation of the noisy radiator, the clattering, banging, hissing and wheezing radiator that puts nerves on edge and tempers in a stew. Almost every man has cursed this kind of steam radiator. And the advertising has taken full advantage of human nature. The noises are visualized in the form of imps.



# W.S. HILL Company

## Complete ADVERTISING Service



8 West 40th St  
NEW YORK

Vandergrift Bldg  
PITTSBURGH



# PROVEN SERVICE

**F**OR twenty-two years the name George Enos Throop has been indelibly linked with the development of poster advertising as a proven medium. **Q** An organization maintaining an unusual standard of individual service to a limited number of accounts has a definite place in this industry. **Q** This is demonstrated by our record of continuous service to a large part of our clientele over a period of two decades.

## GEORGE ENOS THROOP

*Incorporated*

Chicago

New York

Detroit

WE POST FROM COAST TO COAST

# Newark, New Jersey

## As a Market

### *Conceded Second in Importance by National Advertisers*

Among all six-day morning or evening newspapers published in the United States, the **NEWARK EVENING NEWS** ranked **SECOND** in volume of National Advertising published during the year 1922.

Newark possesses the greatest concentration of population in the United States. (1920 Federal Census.)

Newark has a purchasing power fifty per cent. above the average for the country. (Income Tax Statistics.)

Newark and the Newark Evening News are recognized by National Advertisers as a combination of fertile field and economical coverage without a parallel.

**449 national advertisers used the  
columns of the Newark Evening  
News exclusively to cover the  
Newark territory during 1922**

## Newark Evening News

*(Always Reaches Home)*

**Newark, New Jersey**

**EUGENE W. FARRELL**  
Business and Advertising Manager

**Guaranteed Daily Average  
Net Paid Circulation.....**

**108,040**

**Our Rate Card Means Exactly What It Says  
Circulation Records Open to All**

People might not think very much of a few dollars saved in actual heat, but it's quite another question when nerves can be spared. Thus advertisers are discovering that the best argument, from the manufacturer's own point of view, is not necessarily the best as a selling appeal to the consumer. Very often an apparently insignificant point can become the most important, the most indispensable advertising theme.

It is a well-known fact that in the earlier experience of a certain new type of disc wheel for automobiles the obvious arguments of greater stability, even of resiliency and ease of adjustment, were of less consequence in selling the idea to car owners than the question of looks. The very moment the automobilist grew to believe that they were the vogue and "looked smart," sales increased. Pride was far more potent as an advertising text than mechanical features.

In a like manner, a manufacturer of bathroom fixtures of a new and more modern style suffered many aggravating rebuffs when, disillusioned, he found that "talking sense" seemed to get his advertising nowhere in particular. He could not understand—could not satisfactorily explain it to himself. Had people no reasoning power of their own? Did they not want modern and far more efficient bathroom appliances?

Quite by accident another type of "human interest" illustration and copy appeal was injected into the campaign—that of personal pride and the possible envy of the visitor. What do visitors think of your bathroom? Is it not fair to assume that your bathroom can be the most severely criticised room in your home? It is, in a sense, a barometer of your "niceness," of your mode of living. The illustration was of guests, of a modern and even beautiful wash basin and of showers. This advertisement began to sell fixtures in earnest, and as the policy was continued the results have been satisfactory ever since.

Find the prospect's most vulnerable place. Find a human weakness. Find an open place in the armor.



YOUR  
MESSAGE

## At the movies there is only one place to look

*IT IS OUR PARTICULAR JOB  
TO MAKE THE FILM STORY  
OF A PRODUCT OR A BUSINESS  
SO DELIGHTFULLY ENTERTAINING  
THAT IT IS WELCOMED TO  
THE SCREENS OF THE COUNTRY'S  
BEST PICTURE THEATRES*

**BOSWORTH, DE FRENES  
& FELTON**  
PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S FOREMOST THEATRICAL DIGEST

**THEATRICAL** folks, because of the itinerant life they lead, must do a lot of their marketing by mail.

**THAT'S** why the advertising pages of **THE BILLBOARD**—the only theatrical paper that covers every branch of the profession and follows its members everywhere—are valued as much as its eagerly sought news.

Member A. B. C.

**NEW YORK**  
1493 BWAY. BRYANT 8470  
**CHICAGO** | **CINCINNATI**  
35 SO. DEARBURN | 25 OPERA PL.

## Announcing The "SORORITY" Group

The constantly increasing number of girls in attendance at our colleges and universities means a greatly increased purchasing power focused on college towns.

To facilitate the placing of advertising in papers read by women students we have included in the Sorority Group a number of the more important college papers read by women students.

Circular matter descriptive of "The Sorority Group" will be sent without charge, on application.

**Established 1913**

**USA**

**COLLEGIATE SPECIAL  
ADVERTISING AGENCY, Inc.**

503 5th Avenue, New York City  
110 S. Wabash Avenue, Chicago

Reaching the Men in charge  
in Russia and Thousands of  
Russian Sympathisers  
in America

**SOVIET RUSSIA  
PICTORIAL**

A Graphic Monthly Review  
of Russian Affairs  
(in English)

Circulated in the United States,  
Canada and Soviet Russia.

Advertising Rates on Request.

Address:  
Room 31, 201 W. 13th St.  
New York City

## Advertiser Is Enjoined by Trade Commission

By Chauncey P. Carter.

PROPER labeling of a product when sold is not, according to the Federal Trade Commission, sufficient to counteract the impression upon the purchasing public made by general display advertising of a false character. In the case in question, the Penn Lubric Oil Company, of Kansas City, Mo., displayed in garages and elsewhere posters, or banners, advertising "Pennsylvania" oils and greases. It also used envelopes on which its Ploco oils and greases were referred to as "Pennsylvania Products High Grade." On its letterhead was the statement, "We sell Pennsylvania oils."

Small circular stickers placed upon the containers in which the oil was conveyed, circulars sent to dealers, and the certificate of guarantee given to dealers, however, made it clear that Ploco products were not composed entirely of Pennsylvania oils but were compounds of "heavy-bodied pure Pennsylvania oils with double-filtered Mid-Continent oils," except as to one brand known as Ploco G which was said to be pure Pennsylvania oil.

The Commission found that the advertising in question not only deceived purchasers but was unfair (1) to the sellers of pure Pennsylvania oil, and (2) to the competitors of the Penn Lubric Oil Co. that sold a mixture of Pennsylvania and Mid-Continent oils but truthfully advertised such mixture.

## New Accounts with Ralph L. Dombrower

The Rich-Maid Manufacturing Company, Inc., manufacturer of popcorn confections; Walter Kirsh, distributor of "Kirsh's Old Virginia Cooked Hams"; and The Straus Company, wholesale distributor of hotel and restaurant equipment, all of Richmond, Va., have placed their accounts with Ralph L. Dombrower, advertising agent of that city.

# ADVERTISING

## *Items—*

**T**O the busy storekeeper your merchandise may be but an item among a hundred others in his stock.

**I**F a number of his customers call for it he may think of it as profitable. But is it of sufficient importance to warrant being set forward to a place of prominence? Would its reputation make his customers buy more of it if so displayed?

quently leads retailers to see certain articles in an entirely new light. Being merely an item to the dealer may mean that a product lacks nothing but the reputation that only national advertising can create. A number of sales problems in the experience of this company have been satisfactorily solved by its influence.

National advertising fre-

THE MOSS-CHASE CO., Niagara Life Building, Buffalo, N. Y.

# MOSS-CHASE



## "Printers' Ink" a Thirty-Year-Old Companion

THE CORMAN COMPANY

NEW YORK, Feb. 26, 1923.

Editor of PRINTERS' INK:

I was reading brother Johns's letter about his eligibility to membership in the PRINTERS' INK Early Readers' Society, which letter appeared in a recent issue of *Printers' Ink Monthly*.

Of course I am a mere infant alongside of Will Johns, but when I set to figuring up the dates, I was astounded to realize that I have been reading the *Little Schoolmaster* for more than thirty years.

The first job I ever had, I was then fourteen years of age, was with the old *Herald-Dispatch* (now known as the *Herald*) of Decatur, Ill., where I was a carrier-boy. The destinies of this publication were presided over at that time by a man of the name of Virgil Hostetler, long since gone to his last reward, a man of peculiar mental power and the greatest human dynamo I have ever known. Virgil was the type of country editor who spread before his readers the kind of stuff that Charles A. Dana used to clip and reproduce in the *New York Sun*. He had a tremendous head and it had brains in it. He was full of optimism, usually slept on a cot in the office, and divided his time between writing editorials, collecting bills, and personally trying to operate the Mergenthaler linotype, which was just then coming into use.

I think it must be just about thirty-one years ago that Virgil Hostetler, observing me about three o'clock one morning reading PRINTERS' INK, told me that if he were my age he would certainly take up this new business of advertising; that it was going to rank in days to come with law and medicine, as far as honor was concerned, and beat all known professions as far as making money was concerned.

In those days I was quite convinced that Virgil Hostetler was the greatest man who had ever lived and his words sank deep in my consciousness. I have been a pretty consistent reader of PRINTERS' INK ever since.

By great care on my part I have managed to escape the financial rewards which my editor friend so freely predicted, and I have never had the feeling that my reputation was crowding any of the great lawyers or doctors of my day, but, nevertheless, I have been doing some sort of advertising work for all these years, and PRINTERS' INK has been a constant and persistent friend and counselor.

S. WILBUR CORMAN.

## Special Libraries Association to Hold Convention

The Special Libraries Association, a national organization of business and special librarians, will hold its fourteenth annual convention at Atlantic City from May 22 to 25.

## Hotels Take Space to Greet New Hotel

When the newspapers of Philadelphia carried an illustrated story of the new Benjamin Franklin Hotel, just started in Philadelphia, the Ritz-Carlton and the Adelphia hotels, of that city, took space in the local papers to extend greetings and good wishes. The copy read: "Greetings and Best Wishes to the promoters of the 'Benjamin Franklin Hotel'—a vital step toward the materialization of a greater metropolitan Philadelphia. May the 'Benjamin Franklin Hotel' speedily reach completion and enjoy a long career of unbroken prosperity:—is the wish of the management of two of Philadelphia's hotels—The Ritz-Carlton—The Adelphia. Under the direction of David B. Provan."

## Philadelphia Printing Plants Combine

Edward S. Paret and the Biddle Press, both of Philadelphia, have been consolidated under the name of the Biddle-Paret Press. Edward S. Paret is president of the new company, George B. Hynson vice-president, S. Clayton Wicks, secretary-treasurer, and Weston C. Boyd assistant secretary-treasurer.

## Paterson, N. J., to Be Advertised by Its Merchants

The merchants of Paterson, N. J., under the auspices of the Chamber of Commerce, have collected a fund of almost \$100,000, which will be used to advertise the city within a thirty-mile radius. The advertising is being directed by the Paterson, N. J., office of the United Advertising Agency.

## Certain-teed Products Profits Increase

The Certain-teed Products Corporation, St. Louis, for 1922, reports a gross income of \$3,464,323 as compared with \$3,642,050 in 1921, and net profits, after all expenses and reserve for taxes, of \$672,015, as compared with \$398,397 in the previous year.

## New Accounts for Youngstown Agency

The Bucher-Smith Company, manufacturer of special machinery, East Liverpool, O., has placed its account with the advertising agency of Bolton, Meek & Wearstler, Youngstown, O. Business papers and direct mail will be used.

## Royal Society of Art Honors Joseph Gray Kitchell

Joseph Gray Kitchell, formerly president of the George Ethridge Company, advertising artists, New York, was elected a fellow of the Royal Society of Arts, at the February meeting at London.

# Keeping a Business in Harmony with Conditions

Why Periodic Changes of Plans and Policies Are Necessary

By Harold Whitehead

OF the many big and powerful business houses which exert their influence in the present world of commerce and finance, but few were more than struggling, small concerns, or were not even in existence twenty years ago.

Turn back the leaves of time for twenty years and let us see who was who in those days. There were big and powerful business enterprises in force then as now, but the leaders of that period are not the leaders of today. True, there are exceptions to this statement. Some business houses, well known twenty years ago, are as vigorous as ever today—even more so. Yet they only prove the truth of what is about to be discussed in this chapter.

Why is it that concerns which were powerful and successful twenty years ago are today but memories? Why is it that business houses which are now household names will surely fall by the wayside and in the next twenty years become mere reminiscences?

One important reason for the decline of successful business enterprises is the temperamental inability of some executives to change plans.

"Leave well enough alone," they say. Then when "well" becomes sick, they look for excuses for the sad occurrence in "conditions beyond our control."

If a business man says, "We do things just as we did them ten years ago," one may be sure that there is something wrong with his methods.

The conditions surrounding business ten years ago were very different from the conditions of today. The methods and plans of five years ago will not fit into

today's hurly-burly of business life. To continue using the plans of five years ago is as foolish as expecting a nineteen-year-old youth to wear the clothes of a fourteen-year-old boy.

True, the boy and the youth both wear trousers, vest and coat, the fundamentals are the same, yet the general style, cut and size are vastly different.

Eternal vigilance and prompt shifting of plans to meet the constantly changing business circumstances is the price of growth and perpetuity.

Many a business has been built up by a genius. He founded an enterprise on an idea; he injected his personality into every angle of it; he established principles and policies of management and then devised methods of operation. His established methods were successful for three reasons: First, because they were fundamentally sound. Second, because he saw to it that they were applied with intelligence and energy. The third reason was that he not only knew how to choose men, but he knew how to win their loyalty. His ways may have been rough, even brutal, yet he was fair and knew how to differentiate between stupidity and ignorance, and between habitual carelessness and occasional slip-ups. He played the game like a man and lived up to the best ethical code of the day. He knew principles; he applied them vigorously and with common sense; and he played the game "according to Hoyle."

Then—he dies. But the poor man is not allowed to rest in his grave. He still runs the business. Whenever a young executive makes a suggestion to change the existing order of things even to a small degree, he is promptly frowned upon by the "old guard"

Reprinted from "Common Sense in Business" by permission of Thomas Y. Crowell Company.

who worked with and worshiped the old boss. To them, it would be both sacrilegious and the height of folly to change anything that the "old chief" had created. The plans upon which the business was founded made it successful. The chief was a genius and planned for the future. "Let us follow the lines laid down by him and all will be well."

And so the dead man unwillingly runs the business—and he must writhe in his grave to see the business operating along lines that were in harmony with conditions now changed. The business, though continuing on the old lines, will soon join the old boss, and the wreck will be worthy of some such inscription as:

Here lies a business  
It was once healthy and husky,  
But because it never changed  
its plans, it became atrophied.  
"Change and adaptability is life!"  
This business did not know it;  
So it died.

Had the old chief been alive, he

would have been the first to change his plans to make them articulate with altered conditions.

A number of businesses are "one-idea" enterprises. A man conceives one good idea and plays it well and successfully. Unfortunately, he gets no more ideas and when conditions modify themselves sufficiently to throw the idea out of gear, the business which was founded on it is also thrown out of gear. The man runs his one idea until the deplorable end.

Other businesses die from an overdose of satisfaction which brings on an acute attack of fatty degeneration of the "pep." Chronic apathy sets in and putrefaction of the ambition soon calls for the performance of the last, more or less painful rites.

"Sic mundi miserable transit."

Why is it that so many men commence building a business with energy, and open mind, and audacity, but after attaining some measure of success they cease to think—apparently—and merely "go through the motions"? Instead of

**M**R. GEORGE MAY, of May Bros., Hardware, West Toronto, Canada, retiring president of Ontario Retail Hardware Association, Canada's largest hardware association, stated:

"We are greatly indebted to **HARDWARE AND METAL** for the prompt and fair manner in which all subjects of vital importance are handled editorially. I feel that the very satisfactory condition that the hardware trade finds itself in today is in a great measure due to the educational and better business methods suggested and worked out through the columns of **HARDWARE AND METAL**."

If interested in the Canadian Hardware Trade, send for booklet entitled, "What the Canadian Hardware Trade Has to Say Regarding **HARDWARE AND METAL**."

# Hardware and Metal

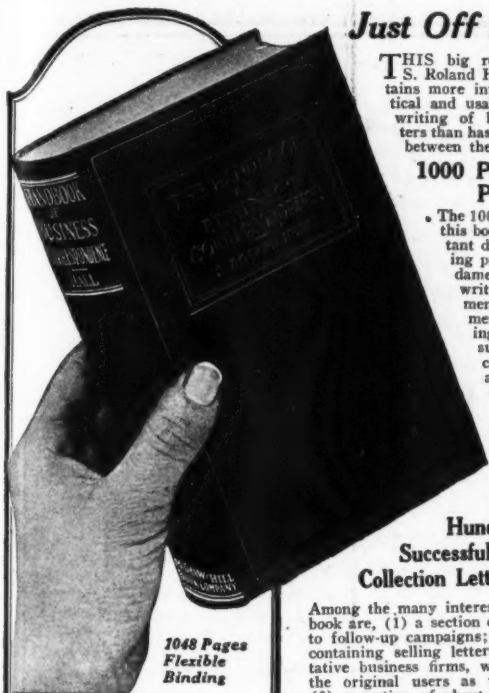
MEMBER A.B.C.

MEMBER A.B.P.

Canada's National Hardware Weekly Since 1888

143-153 University Ave., Toronto, Canada





**1048 Pages  
Flexible  
Binding**

### Section Headings

Correspondence Supervision  
Making the Routine Letter Constructive  
Letters that Sell  
Organization of a Mail Sales Division  
Mailing Lists  
Follow-up Campaigns  
Letters that Adjust  
Letters that Collect  
Letters about Credit  
Letters to Salesmen  
Letters to the Trade  
Letters to Farmers  
Letters to Women  
Letters to Young Folks  
Letters to Professional Men  
Developing Export Trade  
Letterheads and Envelopes  
Illustrated Letters  
Use of Dictating Machines  
Management of a Stenographic Department  
Records and Working Methods  
Form, Style and Standardization  
Printed and Processed Letters  
Hooven-System Letters  
Letters and the Law  
Better English  
More Good Letters  
Better Letters Bulletins

**\$5.00**

## Just Off the Press!

THIS big reference manual by T. S. Roland Hall undoubtedly contains more information of a practical and usable character on the writing of business-building letters than has ever before appeared between the covers of one book.

### 1000 Pages of Practical Data

- The 1000 and more pages of this book cover every important division of letter-writing practice, from the fundamentals of good letter writing to the management of a mailing department. It discusses mailing lists, correspondence supervision, follow-up campaigns, etc. With a multitude of interesting examples it tells how to write successful selling letters, adjustment letters, collection letters, letters to the trade, to women, to salesmen, etc.

### Hundreds of Successful Selling and Collection Letters Reproduced

Among the many interesting features of the book are, (1) a section of 154 pages devoted to follow-up campaigns; (2) a large section containing selling letters used by representative business firms, with statements from the original users as to results obtained; (3) a section of about 100 pages made up from a rewritten series of bulletins on better business letters, prepared originally by the author in loose-leaf form and used by more than 500 of the leading business organizations of the country. In all there are thirty separate sections, totaling 1048 pages.

### Examine This Big Thousand-Page Book for 10 Days At Our Expense

Every man who writes or uses letters of any kind can use this book to profitable advantage. Let us send you a copy for 10 days' FREE EXAMINATION. No obligation. Simply remit \$5.00 if you decide to keep the book.

### FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.,  
370 Seventh Avenue, New York

You may send me for 10 days' examination E. Roland Hall's HANDBOOK OF BUSINESS CORRESPONDENCE, \$5.00 net, postpaid. I agree to return the book, postpaid, within 10 days of receipt or remit for it.

Name

Address

Official Position

Name of Company

P. I. 3-8-23



**L**ANSING IS A CENTER for Printed Industrial Selling Literature. There is an economic reason for this, which begins in the fact that Lansing is a center of big industry.

Robert Smith Company has grown with the times. It has kept pace with the advertising development of the period. More than that, it has become a leader in originality and innovation. Many advertisers, weary of the commonplace and trite, have obtained here refreshing ideas in copy, art and typography.

One hundred and forty artisans, each with a personal pride in his work, and all concentrating on a unified result, offer you the very best that is in them.

## ROBERT SMITH COMPANY

LANSING, MICHIGAN

Advertising Copy Service Art Engraving Printing  
Lithographing Electrotyping Binding

being the guiding-forward force of the enterprise, they become merely cogs in their own business machine. They become routine operators instead of constructive executives.

Here's the reason:

When such a man begins operating his own business, he is considering his opportunity of success in a definite line of activity. He is keenly sensitive to his surroundings, he is actively alive to the wishes of his prospective customers. His business nerves are "raw" and the slightest impression on them is magnified, for he is eagerly receptive to any idea or suggestion that will help him the better to interpret his customers' slightest wants.

*He is looking outward.*

Being so energetic in studying the wishes of his trade and so quick to supply the kind of goods and service that it desires, his business naturally grows. The more alert he is to grasp the customer's viewpoint and to bring his enterprise into harmony with it, the more business he does. And so the business grows and grows.

He is successful to a degree, and the natural and justifiable pride in his success naturally follows. He feels that he has arrived, but with that sense of satisfaction comes a lessening of the intensity to learn what his customers think of his offering or of what they would like to procure.

He transfers his thoughts from the creation of business to the conservation of business. He thinks of how he can simplify his methods of operation. He wonders if there are not some "motions" that can be dispensed with. Possibly there are savings to be made in packing or shipping. The accounting system perhaps can be simplified in operation and strengthened in security.

The mechanical operations and methods of the business absorb his attention and he begins to systematize his methods and operations so as to get the greatest results from running it in harmony with conditions as they are. His thoughts continue to deal with

## Top Notching It Again

A book publisher advertising recently in 14 periodicals—calculating results on the cost basis—found

**THE MESSENGER OF  
THE SACRED HEART  
HIS BEST MEDIUM**

This is quite in line with our many known achievements, on women's accounts and cumulatively corroborative of our leadership, dollar for dollar.

**300,000 Guaranteed**  
(No Canvassers Employed)

## Messenger of the Sacred Heart

**"Heart and Soul Appeal"**

154 Nassau St., New York, N. Y.  
1208—105 West Monroe St.,  
Chicago, Ill.

## ADVERTISING MANAGER

A practical, experienced mail salesman, who has made good, seeks a greater opportunity. Has sold by personal contact, by mail and prepared much effective advertising. Now employed as sales and advertising manager. In the early thirties and married.

Address

"G. D.," Box 63, care  
of Printers' Ink

## DIRECT MAIL SPECIALIST

handling the business that comes to him rather than as to how he can get more business.

*He is looking inward.*

He continues to look inward year after year, with the result that he makes his customers conform to his business, rather than see that his business naturally meets new conditions.

But the inexorable forward movement creates new and interesting, even though complex, conditions. Not only new operating methods are installed, but higher ethical standards are established. New conditions are created, yet our friend still operates his business according to plans that were excellent—for the conditions of ten years ago.

He has thought so much about his system that he has lost sight and touch with the needs and wants of the people who supply the grist to his mill. When customers slip away from him, he studies his methods and, finding them just the same as when business was booming for him, con-

cludes that "business is bad generally."

More customers slip away, so he studies market reports for facts and statistics that support his ideas that business is bad. Every scrap of evidence in support of this idea is eagerly noted, and his soul takes comfort therefrom. Facts and statistics that evidence good times are disbelieved . . . and Puck looks on and re-echoes, "What fools these mortals be . . ."

Then "the end" is written to his career and his friends say, "A good story, but what a pity it had such a sad ending."

Wake up! Change your plans and keep your business in harmony with conditions as they are *now* and not as you wish they might be. For by such action success is attained and retained.

### M. R. Goldman Joins "Theatre Magazine"

M. Raymond Goldman, formerly with the Collegiate Special Advertising Agency, New York, has joined the advertising staff of the *Theatre Magazine* of that city.



**Ambassador Harvey takes time  
from his important duties to  
inquire: "Have Women Souls?"**

It is more important to advertisers to know that the women who read *The Woman Citizen* have electric washing machines and expensive automobiles and sit on boards and committees which O. K. the purchase of swimming tanks, hospital supplies, and club houses.

Until the Ambassador decides, we might hesitate to take an advertisement of necessities for souls, but any other desirable product will find an appreciative audience in the *Citizen*.

*For space and rates address  
Advertising Manager*

# **The WOMAN CITIZEN**

**171 Madison Avenue, New York**



## A Good Doctor

Cleans up the last trace of disease in his patient, leaving the system free from defect.

## A Good Eraser

Cleans up the last trace of pencil or ink mark, leaving the paper smooth and free from defect.

Van Dyke pencil and ink erasers are that kind. They clean as they erase. They rectify mistakes with surprising ease and at the same time leave no telltale marks. Order Van Dyke Soft Ink Erasers by Number, at all leading stationers: Large size No. 6500—Small size 6505.

Made by the Manufacturers of Mongol Pencils. Send 10 cents to us at 37 Greenpoint Ave., Brooklyn, and we will mail you samples of the Van Dyke ink and pencil erasers.

# EBERHARD FABER



# A Manufacturer

*Internationally Known*

## Needs an Advertising Executive

This position is as wide in scope as the individual makes it. It requires a man who has a thorough and *practical* knowledge of all standard media and knows how to use it to secure greatest results.

Above all else—this man must be a thinker, a man of vision who can correctly analyze basic facts and from them construct copy themes, sales arguments and complete campaigns. He must have initiative and be able to complete as well as to inaugurate.

Previous experience in connection with products handled through grocery channels will be especially valuable. The ability to work harmoniously in a large organization is a big factor.

The headquarters of this company is in New York City. Please keep in mind that our first judgment must be based entirely upon your letter—so give us all the facts.

Address

**"F. C.," Box 62**  
**Care of Printers' Ink**

## Emphasizing Turnover

**S**PEED in stock turnover has always been one of advertising manufacturers' best arguments in getting retailers to stock their brand. With the present high cost of distribution, the argument is more timely than ever. As a result of this, ways of saying the same thing in new ways are constantly being discovered. The General Cigar Co. is using the convenient simile of the automobile to impress upon its dealers the importance of quick turnover. In a recent message to dealers this company says:

For the sake of comparison let us consider the man who owns an automobile.

The thing that most concerns him is economy of operation, and that is to get more miles per gallon. The automobile manufacturers quickly sensed this frame of mind of the buyer and lost no time in improving their respective makes accordingly.

By this same token economy in the operation of a retail establishment is the order of the day.

Just like the automobilist who demanded more miles per gallon, the wise dealer is seeking to get more profit out of his cigar case through economy in operation expressed in terms of a minimum capital investment and its quick turnover.

The thing that enabled the automobile manufacturers to get more miles to the gallon was the elimination of as much dead weight as possible, thereby increasing the momentum of motive power. The progressive dealer eliminated the dead items from his stock and showcase, thereby increasing the momentum of his merchandise turnover with resulting greater net profit to himself.

If the automobilist can make a trip 100 miles on five gallons of gas it would be foolish for him to fill up the tank with twenty gallons to make the same trip. Likewise, it is unwise for the dealer to carry an excess amount of brands when he can accomplish the same if not a better business result with a much fewer number of brands of popular standing.

## Will Direct "Alemite" Sales and Advertising

Hayes McFarland has been made vice-president of the Bassick Manufacturing Company, Chicago, manufacturer of "Alemite" high-pressure lubricating system equipment for automobiles and industrial machinery. He will be director of sales and advertising. Mr. McFarland has been in charge of retail sales and distribution for the Bassick company for the last two years.

# Results

For one client a \$375 campaign produced \$65,000 cash orders. For another, 200% increase in sales after one year of our services. For still another, 125 accounts out of a possible 300. To many these returns seem unbelievable; yet they are only the result of purely *personal service* rendered to each client by a skilled sales specialist. There is no substitute for experience, nor for the true merchandising instinct. Our service embodies both these qualities.

## What are Mr. Schulze's Terms and Methods

?

Mr. Schulze will develop for you a small try-out campaign not to exceed \$375, covering two or three months' effort on prospects or customers. For this we furnish postage, printed literature necessary, plans, copy, practically everything but stationery.

*Or Mr. Schulze will serve you regularly on a moderate retainer, sending you plans, revising your present and future copy, etc.*

The merit of your product entitles you to more sales. Write us, stating which of the above forms of services interest you most, submitting some details of your sales problem.

**EDWARD H. SCHULZE  
Inc.**

**Direct Mail Advertising**

**Woolworth Building New York City**

## Unusual Man Available

At present and for past 8 years Director, two Biggest Newspaper Advertising Syndicate Services in country, acting as Service Director—Production Director—Art Director.

Originator many NEW IDEAS in Service Business.

Originator and Editor, famous Newspaperman's House Organ Magazine.

As SERVICE DIRECTOR—Visualized all Ideas—Styled Fashion Pages—Merchandised Entire Service—Originated all Space-Selling Ideas—Wrote Copy—Planned and Directed every end of these two Big Services.

As ART DIRECTOR—Complete charge of large staff Artists—authority to hire and fire—Planned and Directed Art Work of Thousands of Drawings yearly, every imaginable subject.

As PRODUCTION DIRECTOR—Sharp buyer of Art, Engraving, Printing, Paper, Composition, Mats, Electrotypes, etc.—even in this end originated New Ways of Effecting Savings.

Former experience covers Department Store, Mail Order, Newspaper, Art Advertising, Publicity, Sales.

Numerous BIG MEN indorse him as Unusual-many-sided Clear-thinking type of Executive—not type to follow beaten paths, but inclined to blaze New Trails. Address "A. T.," Box 74, Printers' Ink.

## ADVERTISING MAN

**Hecht Brothers & Co.**  
Baltimore, Md.

Requires the services of an aggressive, capable Advertising Manager. An ambitious assistant with sufficient experience in furniture and ready - to - wear publicity will be favorably considered. Reply to Mr. Malcolm Hecht, Hecht Bros. & Co., Baltimore, Md.

## Sells Syrup by Creating Desire for Candy

Steuart, Son & Co., Baltimore, Md., refiners of Golden Crown Table Syrup, are running copy in newspapers aimed to create a desire for home-made candy. A recent advertisement read "Home-made caramels always taste better. Why pay fancy prices for candy? Make your favorite varieties at home, you save money, there's pleasure in doing it, you know what you're eating, and the delicious candy will melt in your mouth if you use either Red or Blue Label Golden Crown Syrup." A tempting dish of candy is shown at the head of the advertisements and in another position, the package.

## Corn Products Reports Increased Earnings

The Corn Products Refining Company, New York, "Karo" syrups, "Argo" laundry and corn starches, "Mazola" salad and cooking oil, "Kingsford's," "Duryea's" and "Linit" laundry starches, reports net income for 1922 amounting to \$10,416,572. The net earnings for the previous year were \$6,326,358. Good-will, which includes patents, processes, trade-rights and trade-marks is carried at a valuation of \$16,000,000.

## Larkin Company Advances G. H. Gillies

G. H. Gillis, for the last four years with the Larkin Company, Inc., mail-order merchandise, Buffalo, has been appointed manager of its department of better homes, and will direct the advertising of "home furnishings sold on the easy-payment plan."

## Kilmoth Account for Whitman Agency

The advertising account of the Kilmoth Products Corporation of New York, manufacturer of "Kilmoth," an aromatic red cedar clothes-closet lining, has placed its account with the Whitman Advertisers' Service, Inc., also of New York.

## W. A. Fitzgerald Buys Stockton, Cal., "Independent"

W. A. Fitzgerald has purchased the Stockton, Cal., *Independent*, published for the last thirty-five years by J. L. Phelps and C. L. Ruggles. Mr. Fitzgerald was managing editor of the Fresno *Republican* for many years.

## A. P. McMahon Joins Capital Advertising Company

Dr. A. P. McMahon, recently with Van Patten, Inc., New York advertising agency, has joined the Capital Advertising Company of New York, Inc., as chief of its copy department.



# FIRST ROCHESTER SUNDAY AMERICAN



Last June  
No Sunday Amer.



51,266  
Sunday Jan. 7<sup>th</sup>



54,423  
Sunday Jan. 21<sup>st</sup>



65,525 Sunday Feb. 25<sup>th</sup>

Swings into the lead  
in eight short months.  
Now increasing that  
lead a thousand a  
week.

OVER  
**65,000**  
NET PAID  
OR  
**45 %**

Larger than  
when rate was  
made.

Circles show exact  
relative sizes of  
circulation Sunday.

G. LOGAN PAYNE, Western Rep.,  
Tower Bldg., Chicago; Kresge Bldg.,  
Detroit; Carleton Bldg., St. Louis;  
Security Bldg., Los Angeles.

PAYNE, BURNS & EMITH,  
Eastern Rep., Fifth Avenue  
Bldg., N. Y., and 100 Boylston  
Street, Boston.

# CHICAGO DAILY JOURNAL

FOUNDED 1844

Oldest Daily Newspaper in the  
Middlewest

*announce the appointment  
of*

**C. D. BERTOLET**

*as*

**FOREIGN  
ADVERTISING REPRESENTATIVE**

*Effective March 1st, 1923*

**C. D. BERTOLET**  
Chicago  
30 No. Dearborn St.

**OSCAR DAVIES**  
Kansas City, Mo.  
Victor Bldg.

**HAMMOND & WOLCOTT**  
New York  
366 Fifth Avenue

**A. J. NORRIS HILL**  
San Francisco  
Hearst Bldg.

## Bootlegger Druggists Take Toll of Advertising

(Continued from page 6)

pint. If he can make his overhead expenses on other prescriptions, his soda fountain and his regular stock, he can clear about \$100 a week on his liquor sales. This is considerably more than the average saloon keeper ever made before prohibition. And having a store, with a license to sell liquor, gives him the opportunity to do some profitable bootlegging. But he must first make a big show as a druggist, if he is to get away with it, and, to make the show and get the crowd, he cuts the life out of prices on well-known goods.

### FORGED PERMITS TO SELL LIQUOR

With every physician allowed 100 prescriptions for liquor every three months, the so-called druggist has little trouble in disposing of his allotment, especially if he makes an effort to get the business. Drinkers are generally afraid of the usual bootleg stuff, and they naturally believe that the drug stores sell pure goods. But if a patron has any trouble in getting a prescription from a physician, the illicit druggist will frequently bootleg a pint or so.

There has been a large traffic in forged prescriptions, printed both in this country and in Germany. They are still obtainable, although the Prohibition Director has circularized all of the druggists in the country informing them how to detect the forgeries, and warning them that they will run the risk of losing their permits if they accept them.

This and other dangers, and the general ill-repute of liquor retailing, has prevented many druggists of the best class from applying for permits. Not one of the 250 Liggett Stores, operating in ninety cities, handles liquors in any form. These stores must stand the gaff of the demoralizing competition without any recompense of liquor profits.

Furthermore, the best class of pharmacists finds that the legitimate sale of liquor for medicinal purposes is negligible. An officer of a chain store organization, which bought out a number of high-class stores last fall, told me that he was astonished at the small amounts of liquor dispensed by these drug stores. And J. Leon Lascoff, who owns and operates a pharmacy that is doing a very large prescription business in Lexington Avenue, stated that, in January, when both pneumonia and influenza were prevalent, his prescriptions for liquors were less than seven per cent of the total he received.

Mr. Lascoff was president of the State Board of Pharmacy and is still a member. He is also a trustee of Columbia College of Pharmacy and is an active member of eighteen associations. With many other druggists, and practically all of the large druggists' associations, he protested the decision to dispense liquor in drug stores, and he did not carry it in his store until a number of physicians and customers urged him to do so.

"The great danger of the present condition," Mr. Lascoff said, "is the fact that many of the new stores are owned by men who know nothing of the pharmaceutical business. They are allowed to operate stores provided they employ registered pharmacists. If the law required every owner of a pharmacy to be a registered man it would give the State board the power to close every store that was not doing a legitimate drug business.

"The present condition places the honest pharmacist at a great disadvantage. Fortunately, we are an exception, for our prescription business is our main business, and we have not been obliged to meet the demoralizing competition. Certain jobbers frequently have offered us 10 and 5 and 2 per cent from the usual jobbers' prices, with many special inducements of free goods. But we do not consider theirs a legitimate business, and we have stuck to

our old houses and paid their prices."

The average druggist always has believed that he must meet, as nearly as he can, the prices of his competitors. He cannot exist on his prescription business alone. And the establishment of money-losing prices on goods which are the backbone of his business is a menace to the entire retail drug business, according to Dr. Jacob Diner, Dean of the College of Pharmacy at Fordham University and President of the New York State Pharmaceutical Association.

"All of the druggists' associations," Dr. Diner said, "are discussing the ultimate degradation of pharmacy, if present conditions prevail, and are trying to discover ways by which the legitimate druggist can meet the cut-throat competition of the liquor seller. They are also endeavoring to keep the profession in the hands of responsible men and away from the influence of the bootlegger.

"Practically all of the new,

price-cutting stores are owned by men who know nothing of pharmacy. They cannot judge the ability of the registered pharmacists they must employ, and they get the worst class, for the really qualified registered men have a conception of their profession which will not allow them to assist questionable enterprises. The great majority of the new stores are a danger to the public health. As a practising physician, I have seen in hospitals the deplorable consequences of some of the so-called whisky and other drugs that have been obtained in bootlegging drug stores.

"The corruption influence has also reached the schools. During the past year most of the colleges of pharmacy have had more applicants than ever before, largely owing to the fact that many young men want to go into the retail drug business because they understand that there are large profits in liquor selling. Of course the best schools try to keep them out. At Fordham we have refused

## WANTED

### A Man Who Can Write Real Sales Copy

The man we want has a natural, simple, straightforward and convincing style of writing. (Note that word "convincing".) He knows his subject before he starts to write and then he writes a message that interests and persuades the reader.

Your answer to this advertisement should be written in your own natural style and should tell all about yourself, your training and business experience. Specimens of your work may be requested later.

This position is with a well-known Chicago concern, established over thirty years and doing a nation-wide annual business, of over forty million dollars. Here is a wonderful opportunity for the right man. The position will pay a satisfactory salary and has unlimited possibilities. Address "K. G.," Box 66, care of Printers' Ink.

From  
**The New York Times**  
February 19, 1923

"The columns in Fact Chart No. 2 opposite show only the magazines which are published monthly. The only other magazines which led House & Garden in lineage in 1922 published either 24 or 52 issues in the year: Saturday Evening Post, 2,585,685 lines; Vogue, 876,906 lines; Literary Digest, 734,774 lines; and Town & Country, 632,194 lines."

—STATEMENT BY CONDÉ NAST, PUBLISHER HOUSE & GARDEN, IN FULL PAGE ADVERTISEMENT IN NEW YORK TIMES

*Town & Country*

8 WEST 40TH STREET • NEW YORK

CHICAGO: Wrigley Building  
BOSTON: 127 Federal Street

LONDON: 20 Maddox Street  
PARIS: 60 Rue Caumartin

We take pleasure in announcing the  
addition to our organization of

**Mr. S. B. Halderman**

the distinguished typographic architect,  
as general director of format and style.

Mr. Halderman's experience includes six years as assistant to Mr. W. A. Parker, in the Specimen Printing Department of the American Type Founders Company, the main source of typographic style in America. Later, on recommendation of that company, he became assistant manager of type composition for the Curtis Publishing Company, where for eight years he was largely responsible for the unexcelled typography of *The Ladies' Home Journal*.

Mr. Halderman, as superintendent of our typographic service, will have direct charge—from its initial planning to its final delivery—of each piece of printed matter produced by us.

His broad knowledge of and his long experience in planning fine printing is now at the service of our customers.

John H. Smith Press, Incorporated  
Located at Thirty to Thirty-eight Ferry Street  
New York City

admittance to many applicants because of this motive. And a large percentage of those refused are the sons of former saloon owners and liquor dealers.

"Furthermore, there never has been the demand for registered men as at present. Of our last graduating class, at least twelve were offered positions by drug store owners who were obviously in the business primarily to sell liquor. Their influence is demoralizing every department of the profession. And from cities all over the country we have received reports of the most dangerous conditions that have ever threatened the business of pharmacy."

#### MANUFACTURERS HESITATE TO TAKE ACTION

Among both legitimate druggists and jobbers I found a tendency to blame the manufacturer for selling the price-cutting whisky wholesaler. But officers of six of the manufacturers whose goods are being featured assured me that it was impossible for them to keep their goods out of the hands of the whisky jobbers.

They were all strangely reticent. Not one of them would allow me to use his name in quoting him, and all of them obviously feared being identified with publicity on the subject. One of them frankly admitted that he believed the "liquor interests" in the wholesale drug trade were powerful enough to set him back ten years in the merchandising of his product, or to put him out of business entirely. And four others said that the condition was the most dangerous they have ever experienced.

The answer to their reticence is the Federal Trade Commission. They all know, of course, that they have the right under the law to refuse to sell undesirable accounts. But they also know that evidence is easily manufactured, and that, despite the decisions in the Colgate case and other Supreme Court rulings, the Commission is likely to enter suit on the slightest pretext.

It cost one manufacturer, whose goods have been slaughtered by

## BOYD'S

### Name On a Mailing List Equals

### "Tiffany's" On an Engagement Ring

An old house—a good reputation—an honest service. Isn't this sufficient guarantee?

List Catalogue AA-53 sent to anyone asking for it on their business stationery. These statistics should prove interesting to Sales and Advertising Managers.

### BOYD'S CITY DISPATCH

Established 1830

19-21 Beekman Street  
New York City

## WANTED

### Financial Advertising Executive

One of Chicago's foremost banking institutions has a very desirable opening in its advertising and business development department for a capable, energetic young man between 25 and 30. The successful applicant for this position will probably be a college or university graduate who has been broadly educated and feels that his career lies in the field of banking. He will be well grounded in English, composition and letter writing, so that he can work effectively with the advertising manager in producing newspaper and direct-by-mail campaigns for all departments. Above all, he will have keen imagination, tact, and a pleasing disposition, so necessary for an important executive position. It is very desirable that he have considerable advertising and merchandising experience, in the financial field if possible, but excellent personality, ability and willingness to work are the most important qualifications. Liberal salary commensurate with ability. Write a letter giving full information. If this is convincing, an interview will be given.

Address

"L. H.," Box 67, care of Printers' Ink

## Account EXECUTIVE

### With Production and Copy Experience

This man was a successful mechanical department manager and had a thoro training in all phases of agency work before graduating into plan and contact work.

Has been unusually successful as an account executive due to this thoro knowledge of the business.

Considerable copy experience. Rich in practical ideas. Sufficient knowledge of merchandise, merchandising and business problems to talk intelligently and helpfully with biggest executives.

Serious and hard working; well educated; advertising experience of 12 years; age 32; married; at present office and general manager Eastern advertising agency, but desires to relocate in New York City; minimum salary \$6000, plus a real opportunity. Excellent references as to character, honesty and ability.

Address

"M. J.," BOX 68, CARE OF  
PRINTERS' INK

## Automotive Copy Writer

I have written "selling" copy on practically everything that goes into the construction and equipment of the internal combustion engine-propelled vehicle. In the advertising department of some maker of automobiles, parts or accessories, I could be of real merchandising service — *because I know the automotive field.* Now employed. Willing to go anywhere.

Address "N. K.," Box  
69, care of Printers' Ink.

whisky jobbers for some time, nearly \$50,000 last year to defend Commission. He won the cases in the lower court, but the Commission appealed them, and the manufacturer must now spend another \$50,000 or so to defend the suits again.

For some years this manufacturer has been a heavy advertiser; but his appropriation this year is very small.

The whisky jobbers are undoubtedly using the Federal Trade Commission as a club to get the goods they want. They know that many manufacturers are afraid of the Commission, of the annoyance and expense of Federal litigation, afraid for the profits and welfare of their business.

So the whisky jobbers are able to get most of the advertised, standard goods they want, and to sell them at ruinous prices. They are tearing down trade-mark values which required many years of advertising effort and millions of dollars to create. They are jeopardizing the business of every honest druggist in all of the cities where the druggist is allowed to dispense liquors. Their competition is decidedly unfair to thousands of retailers and jobbers in other lines. And they are giving advertising such a shock that recovery will be slow and very costly if their efforts are allowed to continue.

What is the answer? It was undoubtedly a commercial blunder to allow the jobber an amount of liquor based on his business in sundries, specialties and proprietaries with all of the other goods the average druggist handles. If whisky is a medicine, the amount of its allotment should be based on the amount of medicines a jobber sells. And since the retailer sells it legitimately on prescriptions only, the quantity he is allowed should depend on his bona fide prescription business.

If there is a better answer to this question it should be found immediately. The blunder must be corrected. The bootlegger in "beating the law" should not be allowed further to demoralize legitimate merchandising.



# *Available*

## **SALES and ADVERTISING**

# *Executive*

I know a sales manager who has increased the business of his house for spring 1923 more than 20% over spring 1922. This might not seem remarkable except that he has done this in a fairly competitive market where the total volume of the industry is practically stationary.

This man is one of the few sales managers who succeeded in maintaining payment of dividends on the company's common stock during the lean years of 1920 and 1921.

He has accomplished this and other unusual feats of sales management because he possesses that rare quality of generalship found only in executives of the highest type. It is the carefully cultivated fruition of years of experience in manufacturing, wholesaling and retailing.

He is a keen student and practitioner of advertising. It has not been my good fortune to have been associated with more than three such sales executives during my business experience.

Yet this man has his best years before him. Only an unusual combination of circumstances makes it possible for him to consider a new connection.

There are perhaps a number of high-class manufacturing concerns who would like to know more about this man. Full details may be secured by addressing

**K. L. H.**

**Henri, Hurst & McDonald**

*Advertising*

**58 East Washington Street**

**Chicago**

# Would You Like to be Our Partner?

This advertising concern is of high ethical motifs. Its principals are men of acknowledged advertising ability which has been developed out of an experience of many years. Its personnel is of a high order. So are its ideals. It is not a large agency, but no other is equipped with better stuff for service to clients.

We want a partner who can conclusively prove his ability to sign and hold national accounts. We do not require any cash investment. But the man who joins us will bring considerable selling ability. He has solid advertising knowledge and a flair for presenting that knowledge in a way that is well within the bounds of reason.

He will be in a pleasant business home, where the individuals mesh one with another with such precision that harmony is complete. Here, office gossip is unknown and there are no jealousies. All are so absorbed in their tasks that the days seem just a bit too short. There isn't a clock in the place. It must stay that kind of an agency, so the man who becomes our partner must be much like the rest of us.

A man who is that kind will be made a stockholder and officer. He will find here complete facility for the production of first-rate advertising, and no less in the creation of sales and merchandising ideas. If you are the type indicated by this advertisement, write in confidence telling us what you would want to know if you were in our place. The letter need not be short. The location is Philadelphia. Partner, Box 61, PRINTERS' INK.

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## Industries Fight Proposed Act with Advertising

Faced by the prospect of legislation which "will cripple or drive industry from the State and will eventually result in throwing thousands of Missourians out of employment," the Associated Industries of Missouri are using advertising to arouse popular interest against a proposed workmen's compensation bill.

The act in question, the advertising states, has been recommended by the house committee of the Missouri General Assembly, and if enacted "will place approximately a four times greater burden upon industry than the present common-law system and will retard the future business opportunity and industry of Missouri in like proportion." Business men and business associations are urged in the advertising to combat the "powerful influence that is also being exerted on the Missouri General Assembly to enact drastic measures affecting wages and working hours."

## Postum Cereal Sales and Profits Increase

The Postum Cereal Company, Inc., for the balance of 1922, after taking over the assets of the old Postum Cereal Company on February 15 of that year, reports sales amounting to \$17,877,364, as compared with sales of \$16,377,177 in the previous year. The net profits during this period were \$2,496,538 after charges and Federal taxes, as against \$2,101,678 in 1921. Trade-marks, patents, and good-will are carried on the company's books at one dollar.

## New Radio Publication in Spanish

*Radio Record* is the name of a new publication for radio amateurs which is being published at New York by the Radio Magazine Corporation. It is printed in Spanish for circulation in Spain, Portugal and Latin-American countries. The officers of the corporation are: A. Borros, president and manager; K. Wohlfahrt, vice-president and H. Kellner, treasurer and secretary.

## Will Direct Foreign Sales of Ruggles Trucks

Herbert H. Swiss has been appointed foreign sales manager for the Ruggles Motor Truck Company, Saginaw, Mich., and the Ruggles Motor Truck Company, Ltd., London, Ont. He had been export sales manager of the Republic Truck Sales Corporation.

## Chicago Agency Has Motor Truck Account

The Arnold Joerns Company, Chicago advertising agency, has secured the account of the Commerce Motor Truck Company, Detroit. This company is successor to the Commerce Motor Car Company.

# Will Buy Going Mail Order Business

I will buy outright a going mail order business if it has possibilities of further development. No proposition too big to handle. Address in confidence

"H. E.," Box 64, care of  
Printers' Ink

# VISUALIZER WANTED

Experienced visualizer wanted by Agency that appreciates creative talent and energy. Knowledge of type essential. Must be able to originate layouts which can be presented to the client or sent to the printer. The man who will get consideration will write us fully of his experience, enclosing samples of the work he has produced. Salary, \$2,600. Plenty of opportunity for right man; no opportunity for wrong man.

Address "T. P.," Box 73, care of Printers' Ink.

## This Advertising Man Makes Advertising Pay

Fundamentally, advertising is selling—SELLING MORE GOODS AT A PROFIT. Pretty words and pretty pictures are worthless unless they SELL MORE GOODS AT A PROFIT.

Mr. Manufacturer, let me show you the sound way to increase business.

Mr. Agency-owner, let me help build your clients bigger.

I offer you both a well-rounded experience in marketing, visualization, copy, layout; also knowledge of printing, art work, and engraving.

I know publications, and what sorts of advertising bring response from each.

Available March 12th.

Write "S.N.," Box 72, Printers' Ink

**Free** **Mailing Lists**

Will help you increase sales

Send for FREE catalog showing details covering names of your best prospective customers. Counts and prices are given on thousands of different Mailing Lists.

**99% GUARANTEED** 5c each  
by refund of

**Ross-Gould Co.** 547 N. 10th Street **St. Louis**

**This emblem is  
your Protection**

Buy your Paper-weights, Knives, Diaries, Calendars and Signs from Association Members.

Consult the Products Information Department

**ADVERTISING SPECIALTY ASSOCIATION**

208 South La Salle Street, Chicago

**ALEXANDER WOLSKY, Inc.**

Markets of 13 MILLION PEOPLE  
The FOREIGN LANGUAGE FIELD OF THE UNITED STATES

EST. 1895

COMPLETE ADVERTISING SERVICE IN ALL LANGUAGES

PUBLISHERS REPRESENTATIVES

## A Railroad Advertises the National Capital to Tourists

THE Baltimore & Ohio Railroad Company is taking space in a list of magazines and newspapers to advertise Washington, D. C. to tourists. All along, this railroad has taken it for granted that the public knew enough about Washington, and its sole aim was to sell people the way to get there. However, it has since been found that the average individual knows remarkably little about Washington. Mr. Average Man seems to be particularly ignorant concerning Washington's many historic features of interest.

The purpose of this year's B. & O. campaign, therefore, is to describe, in human-interest manner, the features which make the Nation's Capital so attractive to the sightseer and vacationist. In other words, the railroad's present aim is to "sell Washington."

Magazine advertising is the backbone of the campaign. The general copy is being supported in a variety of ways. For example, schools and other organizations in Baltimore and Ohio territory are being circularized. Illustrated stereopticon lectures concerning Washington are to be given before various educational societies and organizations. A folder, of which about one hundred thousand copies are to be distributed monthly, will contain a two-page advertisement in each issue. Stickers are to be employed liberally. Reprints of magazine advertisements are being enclosed in the company's mail. Enlargements of the same advertisements are posted on B. & O. station bulletin-boards.

This campaign is in addition to the newspaper campaigns which the B. & O. is conducting in large cities. Each piece of copy will attempt to create a desire in the minds of Americans to see and know the National Capital as well as to furnish an incentive to visit and study those institutions at Washington that represent American ideals.



## Rhubarb by the bunch or bushel

Housewives accustomed to buying a bunch readily bought two bushel lots when, as a vegetable huckster (16-20 years ago), I departed from a cut and dried method of peddling and supplied a guaranteed canning recipe.

Later my recommendation to a great national advertiser, when revamping his selling plan, that he bait his plan with a safety razor instead of a gold watch, as he had done for years, created new interest which has maintained for twelve years.

Another client's electric washer offer, altho featured in three million announcements, made but seven sales in twelve months. My changes of plan and copy soon brought sales to seven a day, including a price increase of 50%.

This service in developing sales determines whether your product, your selling plan, your copy is right.

On a single account I have spent \$500,000 in a year; got it all back with another half million in net profit.

Available for counsel, copy, plans.

**JAMES C. JOHNSON**

*And Associate Counselors*

118 Woodbridge Ave., Central Park  
Buffalo, N. Y.

# Are You Getting Your Share of Business in New England?

"New England is making extraordinary strides when its long establishment as a manufacturing center is taken into consideration." — Rice & Hutchins, Inc., Manufacturers of Educator Shoes.

Reports from the Federal Reserve Bank of Boston indicate increased prosperity. Retail sales are on the upward trend. The textile industry is operating at a high rate of capacity. Savings deposits are constantly increasing.

Building statements issued by the F. W. Dodge Co. show that all January building records in New England were smashed and that New England is above the average for construction as compared with the rest of the country.

All these indications prove that New England is off to make a record during 1923. Is your chart for sales in this prosperous territory going to follow the upward march? Insure your share with dominant advertising in the Home Daily Newspapers.

## SPRINGFIELD, MASS., UNION

Daily Circulation 72,552 P. O.  
Population 129,563, with suburbs 250,000

## WORCESTER, MASS.

TELEGRAM  
GAZETTE

Daily Circulation 73,957 A. B. C.  
Population 179,754, with suburbs 350,000

## PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.  
Serves territory of 130,000

## BRIDGEPORT, CT.

POST  
TELEGRAM

Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

## HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy  
Population 138,036, with suburbs 373,000

## NEW HAVEN, CT., REGISTER

Daily and Sunday Cir., 34,427 P. O.  
Population 165,000, with suburbs 225,000

## NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A.B.C.—3c copy  
Population 25,688, with suburbs 60,000

## PORTLAND, ME., EXPRESS

Daily Circulation 26,294 P. O.  
Member A. B. C.  
Population 69,169, with suburbs 75,000

## BROCKTON, MASS., ENTERPRISE

Daily Circulation 21,219 P. O.—2c copy  
Population 67,000, with suburbs 100,000

## MERIDEN, CONN., RECORD

Daily Circulation 6,699 A.B.C.—3c copy  
Population 37,739, with suburbs 60,000

## BURLINGTON, VT., FREE PRESS

Daily Circulation 11,459 P. O.  
Population 22,779, with suburbs 40,000

## FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,660 A. B. C.  
Population 179,754, with suburbs 250,000

## LYNN, MASS., ITEM

Daily Circulation 16,132 A.B.C.—3c copy  
Population 99,198, with suburbs 125,000

## NEW BEDFORD, MASS., STANDARD & MERCURY

Daily Circulation 31,489 A.B.C.—2c copy  
Population 121,217, with suburbs 160,000

## SALEM, MASS., NEWS

Daily Circulation 20,079 P. O.  
Population 43,697, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

## Buffalo Advertiser Defines Comparative Price Policy

Words that do not ring with precision and definiteness may easily produce misleading ideas in the minds of readers of advertising. Expressions such as "should be priced at" and "regularly priced at" may indicate much or nothing, depending on the reputation that an advertiser has built for his organization. J. N. Adam & Company, Buffalo department store, in some of their recent advertising, point out just what they mean when they use comparative prices. "Should Be," the copy says, "means the price at which new merchandise would sell if in our regular stocks with the customary margin of fair profit. This applies particularly to specially purchased merchandise. It is not used after goods have taken a regular price and are in stock.

"Regularly" means that the goods are from our regular stocks and have been selling at the 'regularly' quoted price."

## W. B. Ziff Company Adds to Chicago Staff

The W. B. Ziff Company, publishers' representative, has added to its Chicago staff G. D. Reick, formerly with the Charles H. Fuller Company, Chicago advertising agency; J. V. Ryan, formerly with the Western Electric Company; T. M. Bulger, formerly with Finucan & McClure, publishers' representative, Chicago; and J. P. Farrell, formerly with the Commonwealth Edison Company, Chicago. Arthur Greene has been made Eastern manager at the New York office of the W. B. Ziff Company.

## Robert Reis & Company Earnings

Robert Reis & Company, underwear, New York, for 1922 reports net profits, after charges and Federal taxes, of \$286,708, as compared with a deficit of \$190,813 in 1921, and a deficit of \$29,571 in 1920.

## Two Detroit Agencies Combine

Whipple & Grant, Inc., and the J. Scott Black Company, Detroit advertising agencies, have combined their interests under the name of Whipple & Black, Inc.

## Has Fishing Tackle Account

The Arnold Joerns Company, Chicago advertising agency, has obtained the account of the Shakespeare Company, Kalamazoo, Mich., manufacturer of fishing tackle.

## Will Represent Macon, Ga., "News"

The Macon, Ga., News has appointed The S. C. Beckwith Special Agency as its advertising representative.

# Daily-Paper Readers in Portland, Me.

A house-to-house canvass, made not long ago, discloses that very nearly

**70% take the "Express" EXCLUSIVELY!**

And, of the remaining thirty per cent, nearly NINETY PER CENT also TAKE the "EXPRESS" in addition to the other daily taken! This indicates about a

**97% COVERAGE!**

**"A Truly Remarkable Coverage!"**

## Portland Express

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

## Labor Shortage in the Mid-Pacific

The present labor shortage in the Hawaiian Islands is not indicative of labor discontent but proof of a general and continuous prosperity.

The tremendous export-import trade of Hawaii for one year (271 million dollars, 1922) from a population of 261,000 is testimonial to a prosperity that is almost as apparent in statistics as it would be obvious in a survey, casual or intensive, of the islands themselves.

## HONOLULU STAR-BULLETIN

### REPRESENTATIVES:

ALCOORN SETMOOR CO.  
New York, Chicago, St. Louis  
M. C. MOGENSEN & CO.  
San Francisco, Los Angeles, Seattle

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.  
Michigan Blvd., DOUGLAS TAYLOR, Manager.  
Atlanta Office: 704 Walton Building  
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,  
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;  
quarter page, \$25; one inch, minimum \$7.70.  
Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF:

Roland Cole E. B. Weiss  
C. B. Larrabee Bernard A. Grimes  
Chicago: G. A. Nichols  
D. M. Hubbard  
London: Thomas Russell

NEW YORK, MARCH 8, 1923

## A "Fad" or a Changing Market?

The enterprising individual who has registered the name "Tut-Ankh-Amen" at Albany, N. Y., as a trade-mark for some thirty different commodities, and is busily engaged in warning all and sundry to keep off the preserves, may have visions of manufacturers lining up on his doorstep to purchase his "rights." We fancy, however, that it will hardly be necessary to call out the reserves to handle the traffic, since it is obvious enough to anybody with even the most elementary knowledge of the subject that unless he has actually used the trade-mark in connection with the products specified, his registrations are scarcely worth the paper they are printed on. Under our laws there is no such thing as an abstract right to a trade-mark, and the mark belongs to the business

which first makes *bona fide* use of it, irrespective of any registration.

The incident, in itself, is of comparatively slight importance. It does serve, however, to emphasize the importance of good judgment in basing merchandising plans upon timely interest. The job of distinguishing between a mere flare-up in popular interest, which may be gone tomorrow, and a definite trend of popular taste which is likely to be more or less permanent, is no easy task. Many a business man has mistaken a fad of the moment for a changing market, and *vice versa*. This is a problem which cannot be solved by precept or formula, for the public taste is notoriously fickle. Yet it is often one of the most important problems which business men have to face. One must gauge not merely the intensity of public interest, but also its depth and permanence.

## High En- dorsement for Packaged Goods

The Metropolitan Life Insurance Company in its current health campaign comes out unqualifiedly for package goods. In one of the many folders that it issues it pictorially warns the public against the dangers of bulk goods. One picture shows a dealer filling a customer's pail with milk taken from a can. Flies are shown coming in through a nearby open window. "Dirty milk" is the verbal explanation under the picture. Below it is a drawing of a uniformed milkman bringing a tray of bottled milk into a home. This scene is labeled "Clean milk."

Another picture shows an old-fashioned grocery store with a be-whiskered proprietor measuring bulk goods. "Dangerous food" is the warning underneath. Contrasting with this scene, a package type of grocery store is illustrated. A spotlessly attired salesman is making a sale. The company recommends this kind of store with the two-word endorsement, "Safe store."

Now of course there is nothing



new in these ideas. The fact that packaged foods are likely to be cleaner, and therefore safer, has been generally accepted for a quarter of a century. Still it is significant to have this idea endorsed by a great life insurance company with its wealth of mortality whys and wherefores.

We all recognize that bulk foods are not unclean *per se*, but that because they are so frequently exposed to contamination during the course of their distribution they are likely to become unclean before reaching the consumer. This applies to some products more than others. For instance vegetables, that are washed and re-washed before being prepared for the table, are not necessarily damaged because they are sold in the unpackaged state.

On the other hand, we believe it to be most difficult to deliver such a product as bread and keep it thoroughly free from dirt unless it is wrapped. This should be self-evident. Why then do many bakeries still continue to market at least part of their production without the protection of a wrapper? How can rolls and loaves of bread be carried loose in an open basket in a truck through our dusty city streets without being affected by dirt? We have often seen bakery drivers drop a basket of rolls on a dirty sidewalk. Of course they were picked up, dusted off and served to diners who had no knowledge of the contamination to which they were subjected.

The surprising thing, therefore, is not that we should still be advertising the safety of packaged foods, but that industries that should long ago have adopted the package idea are still selling food-stuffs unwrapped.

### Interesting Mr. Average Buyer

Have you noticed the tendency among many advertisers to give an engineering angle to their selling propositions?

Many manufacturers have discovered people need an engineering service more than they need a

mere product or commodity. They have found at least that though their prospect may need their products those products will be of more value to a buyer if an engineering service is furnished with them.

Let us study a concrete example. The James Manufacturing Company is now advertising the "Jamesway Farm Engineering Service." This well-known manufacturing concern has for years been advertising its product, which is barn equipment. It always did it well, too.

Recently, however, it has given its proposition a new slant. In its years of experience, it has found that the farmer who wants to build a barn has a problem to be solved. He wants more than a barn. He wants a barn that will accomplish certain things for him. Therefore, he needs more than the material and the equipment for his contemplated building. He needs advice. It is this help that the Jamesway farm engineers are prepared to give him.

One advertisement shows a completed barn. Around one end of it a circle is drawn and a line leads to an arrow which points to this quoted statement, "I got this part of my barn free with Jamesway Service." Going on into the body of the advertisement, the copy reads:

"The end of the barn shown above contains two silos, a two-story feedroom big enough for all the storage space the barn needs, a feed elevator, power plant for the milking machine and a number of other units. Compared with my original plans I can figure that I got this end of the barn free after submitting my ideas to the James engineers," writes the owner of this Jamesway-planned, Jamesway-equipped and Jamesway-ventilated modern dairy barn."

This kind of advertising gets right down to the crux of the prospect's problem and shows him definitely how he can proceed with his plans. It is problem salesmanship. This is a type of salesmanship that hundreds of concerns have adopted in the last few years.

Instead of selling their product for itself, they are now selling it for what it will do.

That is the basis of many current advertising campaigns. The crating service being advertised by the Weyerhaeuser Lumber Company is another example. Among the many forest products that it has to sell is crating material. Instead, however, of advertising this material directly, it advertises how crates should be designed and constructed. It offers a free engineering service to manufacturers who have crating problems.

There seems to be a pronounced trend toward this kind of advertising. As we said, it has been going on in personal selling for years. It is therefore about time that more advertisers discover this easy approach to the buyer's pocketbook. After all, Mr. and Mrs. Average Buyer are more interested in themselves and their problems than they are in a manufacturer's product. To interest them in the product, tell them how it will remove some of their problems.

**What Is Advertising's Major Accomplishment?** In his notable article, "The Place of Advertising in the Economic Scheme," in the February 22 issue of *PRINTERS' INK*, Earnest Elmo Calkins brings out a point which cannot be too strongly emphasized. He says, "The accessibility of goods is one of the major benefits of advertising."

Mr. Calkins uses the word "accessibility" in a double sense. He uses it, first, in the dictionary meaning of being easily approached or obtained and, second, in the economic sense of being within the financial reach of a large number of people. Advertising accomplishes both these forms of accessibility, as Mr. Calkins incontestably proves. But we believe that in most discussions about advertising that altogether too much stress is put on the second form of accessibility.

To be sure in actually hundreds of incidents, advertising has lowered the cost of products. That it

does frequently decrease prices must be set down as one of the many socially beneficial accomplishments of advertising.

Its major accomplishment, however, is the fact that it makes numerous articles available to the general public that would not be available were it not for its influence. These articles increase the standard of living and in every respect contribute to the refinement, beauty and efficiency of life. At least 50 per cent of the articles in daily use in this country are in this class.

It is true that even without advertising most of these products would be in use, but they would be used only by a small minority. Limited output would make their prices much higher than they are today. It is advertising that has made these articles accessible to the great consuming public. Secondly, by vastly increasing the sale of these products, advertising has increased their output to such an extent that the selling price of the merchandise has been greatly decreased. Thus is the second kind of accessibility accomplished.

Let us stop worrying as to whether or not advertising decreases prices. Let advertising accomplish the first kind of accessibility—that is get the product so widely distributed that it is universally available—and accessibility in the economic sense will be accomplished automatically.

Advertising, for example, is being used to get poultrymen to use their home electric plants to light their hen houses during the short winter day. We do not care a continental whether or not this advertising immediately decreases the cost of these electric systems. It will have done its social duty if it decreases the price of eggs in winter. And that it will do if the suggested use is adopted on a wide enough scale. That single accomplishment will benefit society sufficiently to justify amply the advertising. But what is more, if the advertising increases the output of these plants, it will eventually tend to decrease the price of the plants, themselves!

# Printers' Ink Rate Is Still \$100 a Page

PRINTERS' INK offers its advertisers a complete coverage of manufacturers who advertise and advertising agents who place their advertising.

As the number of advertisers increases, the PRINTERS' INK circulation among business executives in those companies also increases. The PRINTERS' INK "Cream of the List" method of choosing its new subscribers guarantees coverage of both present advertisers and the advertisers of tomorrow.

Here is the ever increasing coverage PRINTERS' INK offers:

<i>Date</i>	<i>Rate Per Page</i>	<i>Edition</i>	<i>Rate Per Page Per M</i>
Jan. 1, 1914	\$ 60.00	11,020	\$5.44
Jan. 6, 1916	75.00	12,806	5.86
Jan. 3, 1918	80.00	14,600	5.49
Jan. 2, 1919	90.00	12,614	7.14
Jan. 3, 1920	100.00	18,300	5.46
Mar. 10, 1921	100.00	19,300	5.18
Mar. 1, 1923	100.00	20,600	4.85

It has always been the PRINTERS' INK policy to cover the field thoroughly and to uncover the advertisers of tomorrow. This we will continue to do. As the number of advertisers increases, our coverage increases in proportion, and the rate is still \$100 a page.

**PRINTERS' INK PUBLISHING COMPANY**  
185 MADISON AVENUE, NEW YORK

# An Inexpensive Way of Reaching the Buyers of Advertising

*A Woman is Only as Old  
As Her Complexion*



If you are fifty—and your skin is clear and fresh, your facial contour firm and youthful—you are young!

If you are twenty—and your skin is dull and lifeless, the outline of your face drooping—you are old!

## Boncilla

BEAUTIFIER  
The Classic Pack  
MAKES COMPLEXIONS YOUNG

The action of Boncilla Beautifier goes every bit to the surface of the skin. You merely spread the grayish cream pack on the face, and as the stimulating work begins to proceed, the skin begins to dry. The last a little more, which tells you that the pores are being thoroughly cleaned. The skin blood cells are being stimulated, making facial muscles being built up.

When Boncilla Beautifier is dry, remove it with warm water.

Your skin is clear and sparkling, radiant with a delightful color. Its surface with a delightful color. Its surface with a delightful color. Its surface with a delightful color.

If a woman is only as old as her complexion—you are about sixteen.

**Try Boncilla in a Pack O' Beauty**

Boncilla Pack O' Beauty comes only one size. Boncilla Pack O' Beauty comes only one size. Boncilla Pack O' Beauty comes only one size.




Send to Laboratories  
Bonnville, Pa.  
Location in: ☐ East and Pack O' Beauty  
Name:   
Address:   
City:

The advertising of Boncilla Laboratories is handled by the Brandt Advertising Company. The PRINTERS' INK Publications, as shown on the opposite page, give a complete coverage of both advertiser and agency.

The following individuals of the Boncilla Laboratories are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:\*

Name	Title	Weekly	Monthly
J. M. Price	President	Yes	Yes
N. S. Sherman	Sales Mgr.	"	"
G. S. Williamson	Direct Sales	"	"
H. J. Burgess	Adv. Manager	"	"
Leo McCusker	Eastern Dist. Mgr.	"	"

\* Information furnished by the Boncilla Laboratories

*The following individuals of the Brandt Advertising Company are readers of *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:\**

NAME	TITLE	WEEKLY	MONTHLY
E. S. Brandt	President	Yes	Yes
C. T. Beall	Vice-President	"	"
L. W. Gesler	Sec'y and Treasurer	"	"
P. C. Pack	Copy Writer	"	"
Estelle Callopy	Copy Writer	"	"
D. L. Paus	Production Manager	"	No
C. E. Forsberg	Auditing	"	"
A. M. Hannon	Executive Secretary	"	"

\*Information furnished by Brandt Advertising Company.

#### PRINTERS' INK

*The Weekly Journal of Advertising*  
Established 1888 by GEORGE P. ROWELL

March 1, edition  
20,600 copies  
Full page, \$100

#### PRINTERS' INK MONTHLY

*An Illustrated Magazine of Advertising, Sales and Marketing*

February edition  
15,950 copies  
Full page, \$180

## THE PRINTERS' INK PUBLICATIONS

# Reader Influence

## Extension Magazine

*The World's Greatest Catholic Monthly*

Member of the Audit Bureau of Circulations

General Offices:

180 N. Wabash Avenue, Chicago, Ill.

Eastern Advertising Representatives:

LEE & WILLIAMSON

171 Madison Avenue, New York City

Mar

M

VO

(Excl

Revi

Worl

Atlan

Harpe

Scrib

Curre

Centu

St. M

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Muns

Book

Wide

Every

Blue

Amer

Physi

Red

Cosmo

Photo

True

Motio

Succ

Sunse

Ameri

Metro

Hears

Asia

McCl

Elks'

Boys'

Boys'

Vogue

Ladie

Pictor

Good

Woma

Harpe

McCa

Delin

Mod

Desig

Peopl

Holla

Woma

Peopl

The

Fash

Needl

## MARCH MAGAZINES

### VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size		Pages	Lines
Review of Reviews.....	151	34,006	
World's Work.....	120	26,880	
Atlantic Monthly.....	107	24,176	
Harper's .....	89	20,071	
Scribner's .....	72	16,128	
Current Opinion .....	63	14,149	
Century .....	62	13,888	
St. Nicholas .....	34	7,644	
Our World .....	23	5,315	
Munsey's .....	22	5,124	
Bookman .....	21	4,802	
Wide World .....	19	4,312	
Everybody's .....	17	3,932	
Blue Book .....	12	2,827	

Flat Size		Columns	Lines
American .....	329	47,078	
Physical Culture .....	232	33,288	
Red Book.....	185	26,517	
Cosmopolitan .....	169	24,212	
Photoplay .....	142	20,306	
True Story.....	131	18,805	
Motion Picture Mag....	105	15,030	
Success .....	94	13,507	
Sunset .....	93	13,432	
American Boy.....	63	12,600	
Metropolitan .....	82	11,730	
Hearst's International ..	80	11,492	
Asia .....	69	9,621	
McClure's .....	58	8,418	
Elks' Magazine.....	46	7,033	
Boys' Magazine .....	37	6,368	
Boys' Life .....	36	6,189	

### WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	666	105,314
Ladies' Home Journal..	532	90,452
Pictorial Review .....	324	64,940
Good Housekeeping ....	394	56,381
Woman's Home Comp..	305	51,865
Harper's Bazar.....	307	51,698
McCall's .....	219	43,923
Delineator .....	164	27,923
Modern Priscilla.....	155	26,449
Designer .....	142	24,206
People's Home Journal..	128	21,760
Holland's .....	99	18,714
Woman's World.....	102	17,430
People's Pop'lar M'nthly	88	16,822
The Household.....	77	14,720
Fashionable Dress .....	72	13,083
Needlecraft .....	70	12,026

## Leadership in Editorial Content

B. C. Forbes  
 Roger W. Babson  
 Richard Spillane  
 Joseph French Johnson  
 Herbert N. Casson  
 Thomas Dreier  
 H. Addington Bruce  
 O. D. Foster  
 J. G. Donley, Jr.  
 M. C. Krarup

These recognized writers and authorities make Forbes the Magazine of Business Leadership.

To reach a concentrated market of influential Business Executives, use advertising space in Forbes.

Members of the A. B. C.

# FORBES

120 Fifth Avenue, New York

WALTER DREY, Vice-President

Western Manager:

Mr. H. S. Irving  
 Peoples Gas Building  
 Chicago, Ill.

Eastern Manager:

Mr. Frank H. Burns  
 120 Fifth Avenue  
 New York

## NEW HAVEN, CONNECTICUT

# During 1922 National Advertisers

used more space in  
the "Register" than  
in ALL other New  
Haven papers com-  
bined!

## SUMMARY

Compiled by De Lisser Bros.

REGISTER .....	2,222,086
Second paper.....	938,390
Third paper.....	706,662
Fourth paper.....	329,791

**A "Register" LEAD  
of more than One  
Million Lines over  
the second paper.  
And 247,243 lines  
LEAD over ALL  
others COMBINED!**

## CIRCULATION

"Register" is just about  
DOUBLE that of any  
other New Haven paper.

And The Register's circulation is  
steadily growing.

More than 35,000 people, every  
night, now Buy the "Register."

Register's City-Circulation alone is  
many thousands more than the  
Entire circulation of any other  
New Haven paper.

**New Haven Register**

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago

	Columns	Lines
Mother's Magazine.....	62	10,991
Child Life .....	69	9,398
Today's Housewife .....	32	5,572
Mes. of Sacred H't (Pg.) .....	20	4,648
Wom. Citizen (2 Feb. is.) .....	21	3,221

## GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues)....	493	82,835
House & Garden.....	509	80,482
Town & Country (2 is.) .....	361	60,772
Country Life.....	310	52,080
Motor .....	294	49,545
Vanity Fair.....	230	36,392
Radio News .....	236	34,696
Popular Mechanics (Pg.) .....	153	34,278
House Beautiful.....	212	32,711
System .....	217	31,154
Normal Instructor.....	176	29,959
Popular Science Monthly .....	186	28,412
Arts & Decoration.....	166	28,000
Field & Stream.....	168	24,082
Radio .....	145	21,478
Nation's Business .....	144	21,250
Garden Magazine.....	147	20,580
Outers' Recreation .....	125	17,949
Science & Invention.....	115	16,938
National Sportsman.....	112	16,056
Theatre .....	93	14,794
Scientific American.....	83	14,126
Outdoor Life.....	97	14,004
Business .....	88	12,620
Rotarian .....	81	11,805
World Traveler .....	78	11,583
Popular Radio (Pg.)....	50	11,376
Forest & Stream.....	76	10,956
International Studio .....	70	9,979
Motor Life .....	51	8,058
Association Men .....	49	6,910
Extension Magazine.....	36	6,192
Outing .....	27	3,902

## CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 Feb. iss.) .....	192	33,600
Canadian Home Journal .....	162	28,357
Westn H'me Mon. (Feb.) .....	104	18,865
Everywoman's World....	104	18,224
La Canadienne.....	63	11,151
Canadian Magazine (Pg.) .....	41	9,254
Rod & Gun in Canada..	56	8,104

## FEBRUARY WEEKLIES

February 1-5	Columns	Lines
Saturday Evening Post .....	322	54,814
Literary Digest.....	120	18,318
American Weekly .....	49	13,482
Forbes' .....	74	11,335
Argosy-All-Story (Pg.) .....	25	5,712
Outlook .....	36	5,241
Life .....	36	5,186



923  
ines  
9,991  
9,898  
5,572  
6,648  
2,221

Mar. 8, 1923

PRINTERS' INK

199

# Just Common Sense

*Advertise Your Foods In*  
**PHYSICAL CULTURE**

**The Reason—**IN PHYSICAL CULTURE you will find 250,000 readers who are enthusiastically looking for the best foods to build bone and muscle, "pep" and vitality. These readers are continuously and consistently being instructed editorially on the supreme importance of diet.

**The Result—**If your food product is worth while—as you no doubt know it is—tell your story to this exceptionally responsive audience who, if you make them converts, are the type that will tell others.

## PHYSICAL CULTURE

1926 Broadway, New York City

Chicago    Boston    Seattle    San Francisco    Los Angeles

	Columns	Lines
Christian Herald .....	29	4,992
Collier's .....	27	4,525
Amer. Legion Weekly .....	29	4,274
Judge .....	29	4,273
Indep'd't & Wkly. Rev. ....	23	3,362
Youth's Companion... ..	16	2,879
Churchman .....	16	2,405
Nation .....	15	2,105
New Republic.....	13	1,911

February 6-12	Columns	Lines
Saturday Evening Post .....	333	56,684
Literary Digest .....	116	17,753
American Weekly ....	52	14,282
Forbes' .....	47	7,253
Nation .....	46	6,510
Outlook .....	39	5,643
Collier's .....	33	5,618
Indep'd't & Wkly. Rev. ....	31	4,563
Christian Herald .....	25	4,388
Amer. Legion Weekly .....	29	4,148
Life .....	27	3,907
Argosy-All Story (Pg.) ..	11	2,632
Judge .....	18	2,591
Youth's Companion... ..	12	2,056
Churchman .....	11	1,675
New Republic.....	9	1,433

February 13-19	Columns	Lines
Saturday Evening Post .....	369	62,819
Literary Digest .....	109	16,658
American Weekly ....	42	11,663
Outlook .....	40	5,768
Amer. Legion Weekly .....	39	5,587
Collier's .....	32	5,426
Judge .....	33	4,739
Argosy-All Story (Pg.) ..	18	4,088
Life .....	23	3,385
Christian Herald .....	17	2,890
Churchman .....	15	2,130
Youth's Companion... ..	12	2,115
Nation .....	11	1,605
New Republic.....	10	1,580

February 20-28	Columns	Lines
Saturday Evening Post .....	353	60,174
Literary Digest .....	122	18,665
American Weekly ....	48	13,330
Christian Herald .....	26	4,522
Outlook .....	28	4,126
Life .....	27	4,002
Argosy-All Story (Pg.) ..	17	3,978
Amer. Legion Weekly .....	24	3,566
Collier's .....	13	2,360
Youth's Companion... ..	13	2,210
Nation .....	15	2,148
Judge .....	12	1,799
Churchman .....	12	1,716
New Republic.....	9	1,323

Totals for February	Columns	Lines
Saturday Evening Post..	1,379	234,491
Literary Digest.....	469	71,394

	Columns	Lines
American Weekly ....	192	52,757
Outlook .....	145	20,778
Forbes' .....	122	18,588
Collier's .....	105	17,929
Amer. Legion Weekly .....	122	17,575
Christian Herald .....	98	16,792
Life .....	115	16,480
Argosy-All Story (Pg.) ..	73	16,464
Judge .....	93	13,402
Nation .....	88	12,368
Youth's Companion... ..	54	9,260
Churchman .....	56	7,926
Indep'd't & Wkly. Rev. ....	55	7,925
New Republic.....	42	6,247

### RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1 Vogue (2 issues)....	666	105,314
2 Ladies' Home Journal ..	532	90,452
3 The Spur (2 issues)...	493	82,835
4 House & Garden....	509	80,482
5 Pictorial Review.....	324	64,940
6 T'wn & C'ntry (2 iss.) ..	361	60,772
7 Good Housekeeping .	394	56,381
8 Country Life.....	310	52,080
9 Wom'n's Home Comp. ....	305	51,865
10 Harper's Bazar.....	307	51,698
11 Motor .....	294	49,545
12 American .....	329	47,078
13 McCall's .....	219	43,923
14 Vanity Fair.....	230	36,392
15 Radio News.....	236	34,696
16 Pop. Mechanics (Pg.) ..	153	34,278
17 Rev. of Rev. (Pg.)..	151	34,006
18 MacLean's (2 Feb. is.) ..	192	33,600
19 Physical Culture....	232	33,288
20 House Beautiful.....	212	32,711
21 System .....	217	31,154
22 Normal Instructor... ..	176	29,959
23 Canadian Home Jour. ....	162	28,357
24 Arts & Decoration..	166	28,000
25 Delineator .....	164	27,923

### Joins Ferry-Hanly Agency at Chicago

L. R. Putnam, who has been directing manager of the American Wholesale Lumber Association, has resigned to join the Ferry-Hanly Advertising Company at Chicago.

The directors of the National Wholesale Lumber Dealers Association and the American Wholesale Lumber Association voted to amalgamate the two associations into a new organization called the National-American Wholesale Lumber Association. This action will probably be ratified at a joint convention of the associations at Pittsburgh March 21.

## 24 sacks of mail and a 32-line editorial

Twenty-four sacks of mail filled to the bursting. Stand them on end and pour out their contents. A *London Mercury*, a *Revue des Deux Mondes* from Paris, a copy of *The China Press*, *La Epoca*, *Tokio Asahi* rub elbows with *The Kansas City Star*, *The Atlantic Monthly*, and the *Boston Evening Transcript*. There are hundreds of them, coming from every corner of the globe, representing the best current thought of the month.

Suppose that **CURRENT OPINION** wants to present to its readers an editorial on, let us say—"Can Europe Pay Her Debts?" Here in the *London Times* is a study of the question by a great financial expert. *Paris Midi* gives French official opinion on the subject. *La Epoca* has a splendid article prepared by a foreign correspondent. *The Outlook* has a fourth opinion. *The Chicago Tribune* a fifth. Each article is complete. Each one a gem in itself.

**CURRENT OPINION** takes them all, culls the best thought from each and rewrites them into one harmonious whole. The resulting editorial may be only 32 lines in length; it may have taken days to whip into editorial form; but when it is finished the end is worth the means, for it is the best opinion of the world on this topic. It is current opinion, and therefore worthy to be presented in the monthly magazine called

## CURRENT OPINION

RAYMOND A. BABCOCK

*Advertising Manager*

50 West 47th St.  
NEW YORK

105 West Monroe St.  
CHICAGO

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF MARCH ADVERTISING

## GENERAL MAGAZINES

	1923	1922	1921	1920	Totals
American .....	47,078	32,264	36,869	72,271	188,482
Review of Reviews .....	34,006	29,029	28,854	36,351	128,240
Physical Culture .....	33,288	31,080	29,283	32,318	125,969
MacLean's (2 Feb. issues) ..	33,600	27,725	34,102	823,281	118,708
Red Book .....	26,517	20,681	27,256	39,713	114,167
World's Work .....	26,880	24,824	25,025	36,960	113,689
Cosmopolitan .....	24,212	15,385	21,508	50,183	111,288
Atlantic Monthly .....	24,176	23,641	21,434	27,561	96,812
Harper's .....	20,071	19,863	19,196	26,936	86,066
Sunset .....	13,432	12,546	20,033	30,904	76,915
Scribner's .....	16,128	16,716	17,899	26,096	76,839
Photoplay .....	20,306	16,401	18,135	20,920	75,762
Motion Picture Magazine .....	15,030	13,461	13,190	22,896	64,577
Hearst's International .....	*11,492	9,800	12,251	30,090	63,633
American Boy .....	12,600	10,014	12,791	27,186	62,591
Metropolitan .....	†11,730	*12,826	14,351	21,522	60,429
Century .....	13,888	12,733	12,642	20,464	59,727
Boys' Life .....	6,189	6,544	9,520	13,930	36,183
St. Nicholas .....	7,644	7,602	8,204	10,388	33,838
Current Opinion .....	14,149	7,504	8,288	3,741	33,682
McClure's .....	*8,418	5,738	12,622	×	126,778
Munsey's .....	5,124	3,122	7,460	9,741	25,447
Everybody's .....	*3,932	*2,621	4,655	14,234	25,442
Boys' Magazine .....	6,368	4,497	6,488	7,392	24,745

436,258 366,617 422,056 605,078 1,830,009  
 \*New size. X Issue omitted. †Feb. and March combined. ‡3-year total. §One issue.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	105,314	75,236	80,203	157,059	417,812
Ladies' Home Journal .....	*90,452	*74,159	*68,975	104,400	337,986
Pictorial Review .....	64,940	42,452	37,498	84,782	229,672
Woman's Home Companion ..	*31,865	*41,480	54,677	79,344	227,366
Harper's Bazar .....	31,698	42,873	46,306	76,901	217,778
Good Housekeeping .....	56,381	38,115	49,034	61,807	205,337
Delineator .....	*27,923	*26,267	*27,876	55,926	137,992
McCall's .....	43,923	27,589	26,949	32,741	131,202
†Designer & Woman's Mag..	*24,206	*22,203	*22,806	44,134	113,349
Modern Priscilla .....	26,449	19,590	20,966	21,924	88,929
People's Home Journal .....	*21,760	*13,530	*13,992	27,200	76,482
Woman's World .....	17,430	19,229	12,448	19,655	68,762
People's Popular Monthly .....	16,822	13,720	10,916	14,651	56,109
Mother's Magazine .....	*10,991	7,241	13,090	18,729	50,051
Needlecraft .....	*12,026	*9,520	*10,542	14,270	46,358
Today's Housewife .....	3,572	7,117	8,966	11,906	33,561

\*New size. †Two magazines now combined.

## CLASS MAGAZINES

Town & Country .....	160,772	146,671	151,771	183,055	242,269
House & Garden .....	80,482	51,026	38,030	46,222	215,760
Country Life .....	52,080	36,270	44,010	58,464	190,824
System .....	31,154	30,595	38,244	67,243	167,236
Popular Mechanics .....	34,278	36,652	39,109	49,807	159,846
Vanity Fair .....	36,392	31,934	28,532	53,325	150,183
House Beautiful .....	32,711	26,488	22,880	24,096	106,175
Popular Science Monthly .....	28,412	18,300	15,639	33,593	95,944
Nation's Business .....	21,250	12,641	19,698	25,872	79,461
Field & Stream .....	24,082	20,020	15,873	16,833	76,808
Scientific American .....	*14,126	*7,545	X 13,999	X 38,340	74,010
Theatre .....	*14,794	*11,173	*16,432	25,284	67,683
Outers' Recreation .....	17,949	14,992	11,812	11,649	56,402
National Sportsman .....	16,056	14,228	12,420	13,013	55,717
Outdoor Life .....	14,004	13,413	10,158	8,462	46,037
Forest & Stream .....	11,035	7,584	6,772	8,988	34,379
Outing .....	3,902	4,215	4,474	7,055	20,246

\*New size. †Two issues.

‡Three weekly issues.

X Four weekly issues.

## WEEKLIES (4 February Issues)

Saturday Evening Post .....	234,491	172,028	202,620	306,818	915,957
Literary Digest .....	71,394	53,681	73,672	149,628	348,375
American Weekly .....	52,757	47,547	32,964	27,758	161,026
Collier's .....	17,929	13,993	23,401	74,098	129,421
Outlook .....	20,778	19,813	21,804	30,040	92,435
Christian Herald .....	16,792	17,753	16,445	40,648	91,638
Life .....	16,480	9,994	14,790	28,028	69,292
Judge .....	13,402	4,814	5,856	8,265	32,337

444,023 339,623 391,552 665,283 1,840,481  
 GRAND TOTALS ..... 2,001,512 1,570,308 1,708,705 2,667,691 7,948,216

*The*  
**HOUSE BEAUTIFUL**

*announces*

An Exhibition of Cover Designs  
 to be held in The Main Gallery

of

THE ART CENTER  
 65 East Fifty-Sixth St.  
 NEW YORK CITY

---

*March Fifth to Tenth, Inclusive*

---

Hours 10 to 6

105 Covers will be shown—selected  
 as the best of 1500 designs submitted

*Everyone interested is cordially invited*

# The Little Schoolmaster's Classroom

A MEMBER of the Class registers a complaint which the Schoolmaster feels is significant enough to pass along to those other members of the Class who are interested in market investigations.

The complaint follows:

I work as librarian in the research department of a large advertising agency. We investigate the market for almost every known product and are very much interested in statistics pertaining to production, quantities used, the value, and other related data. I receive many interesting market investigations that have been made by various publications relating to products in which we are interested, but upon close analysis of the survey I find that it is almost worthless as a reference, for no dates are given. Markets are constantly changing. Surely if it is worthwhile making an investigation, it is worthwhile giving the date of the investigation, so why not date them?

Certainly it is not necessary for the Schoolmaster to further point the lesson.

\* \* \*

Probably one of the most effective ways to put interest into a layout for an advertisement or a piece of printed matter is given in a little pamphlet issued by *Electrical Merchandising* for February.

The pamphlet is entitled "The Home Electrical Section" and is printed and distributed to electrical dealers, in the interests of electrical devices generally, as no particular manufacturer's goods are named in the folder. The dealers in turn distribute them to the public. The pamphlet is of eight pages and contains illustrations of dishwashers, irons, vacuum cleaners, clothes washers and other devices, with an interesting table showing the actual cost of operation for one hour and cost for one month of 21 different electrical articles.

But the feature of outstanding interest in this folder, at least in the Schoolmaster's opinion, is the treatment of the illustration on page 7.

Here is a large-size photograph of a woman—the lady of the house—dressed for the street in hat and

furs, but standing by her writing-desk with a look of unmistakable annoyance on her countenance. She holds in her hands a bill for electric service, just received, and all it says is "For services rendered, \$4.26."

Now, everything about the picture seems to shout, "That is too much." The lady is distressed, as she appears to think back over the month in an effort to understand why the bill should be so high.

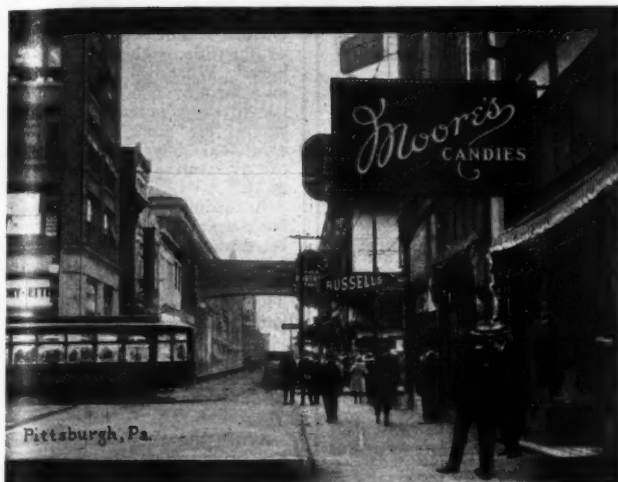
On the page opposite the illustration is a group of six circles, each one filled with type and each one connected by an arrow line to the paper in the lady's hand. These circles are the explanations of why that electric bill is so high. One of them recalls the night the baby was so sick, when it was necessary to have special electric service all night long. One recalls two social affairs, when the house was alight till after midnight. Another suggests how many times during the month various electrical appliances were used. The three others speak of clean floors and young lives guarded, the safety from fire derived from electric lamps in closets and near lace curtains and the coal saved through using electric heaters.

This is not the first example of the use of a photograph to tell a story by arrow lines and printed explanations outside of it, but it is a signal example of how to do it in a beautiful and artistic way. And that is the only reason it is brought before the Class.

\* \* \*

Although the testimonial is as old as any advertising device that the Schoolmaster is able to recall, it can still be turned to good account. All that is necessary is a new slant such as that employed by the Advance-Rumely Thresher Company in a recently issued booklet.

This booklet is entitled, "What



## Your Trademark on the Front of the Store

**Y**OUR trademark in a Flexlume Electric Sign, at the front of your dealer's store, will cause thousands to think about your product day and night, for Flexlumes are excellent day signs as well as night signs. It will tell them that here is the place they can buy the goods they have read about. It will stamp the dealer's location on their minds and "tie it up" with your national advertising.

We shall be glad to tell you how hundreds of manufacturers are using Flexlume Electric Signs. Just tell us something of your sign needs and let us send you a sketch showing a Flexlume to meet them with a quotation on whatever quantity you could use.

**FLEXLUME CORPORATION**  
32 Kail Street      BUFFALO, N.Y.



**EVENING HERALD**

Los Angeles, Cal.

LED ALL NEWSPAPERS IN  
THE WORLD IN ADVERTISING  
GAINS 1922 OVER 1921.

GAIN **3,493,854** LINES

## Representatives:

H. W. Moloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg.,  
6 No. Michigan Ave., Chicago  
A. J. Norris Hill, 710 Hearst Bldg.,  
San Francisco, Cal.

**Sales Manager**

Eight years' experience personal selling. Four years as branch sales manager, well-known corporation. Available March 15th.

Qualified for any line.

Salary \$7,500 per year and bonus. Philadelphia headquarters preferred.

Address "P. C.," Box 55, care of Printers' Ink.

**Monarch Films****ADVERTISING AND  
DEALER HELP FILMS**

Posed from life. Twenty-five feet in length, including title. Snappy animation. Covering every line of business. "Every day and in every way we are getting better and better." Write for samples and prices. Catalog Free. DIS-TRIBUTORS WANTED.

The Monarch Film Company, Inc.  
Osage, Iowa

Your Neighbors Think About the OilPull." The significant feature of the title is the word "Neighbors." What Bill Jones, who lives on a farm over in the next county, has to say concerning the OilPull carries far more weight with a prospective buyer than the opinion of a farmer a thousand miles away.

Accordingly, the letters in the booklet are arranged alphabetically by States and towns. Prospects are not asked to read letters from the North if they live in the South. The testimonials are home letters and as such possess unusual selling power.

The idea is simple and yet how much more effective it renders the testimonial!

\* \* \*

When the Schoolmaster opened his program at the Ritz Theatre in New York the other evening a Government postcard fluttered into his lap. He picked it up and found attached to the card with a paper clip a slip of paper with this message:

If you have enjoyed the performance of Miss Fulton and her company in "The Humming Bird," you will confer a favor on the management by addressing the enclosed postal card to one of your friends. Please leave the card at the door as you leave the theatre.

**SALES PROMOTION  
EXECUTIVE**

High-grade young man, fine personality, splendidly connected, loyal and intelligent worker.

Desires to associate himself with a corporation or individual in the marketing of a mechanical product.

Dissolving own business for good reasons. Expects to get results or get out.

Send for prospectus.

BOX 532, 45 EAST 55th STREET  
NEW YORK CITY

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG



## For Advertising and Sales Managers

### Reduce Your Selling Costs

By using Direct-Mail—letters, folders, booklets, house magazines—to get orders or make it easy for salesmen to get them. **POSTAGE BUSINESS MAGAZINE** is the monthly magazine of Direct-Mail Advertising and Selling. \$2.00 a year. Current number, 50c; or \$1.00 for 6 months' trial subscription.

### POSTAGE

18 East 18th St., New York

### Increase Your Advertising Returns

**NATIONAL ADVERTISING MAGAZINE** tells how to spend advertising money to the best advantage in newspapers, magazines, farm and trade papers. Analyzes media. Criticizes advertisements. Monthly. One year, \$3.00; Six months, \$2.00. Current number, 50c; or \$1.00 for 3 months' trial subscription.

### NATIONAL ADVERTISING

18 East 18th St., New York

**FRANK STOCKDALE'S** special series of Minute Messages will appear every week in **DRUGGISTS' WEEKLY** commencing March 1. **DRUGGISTS' WEEKLY** is the only drug publication in Canada that will carry these illustrated messages from one of America's foremost merchandising experts. **DRUGGISTS' WEEKLY** is an A.B.C. paper reaching the trade from coast to coast.

# Druggists' Weekly A.B.C.

143-153 University Ave., Toronto, Can.

## WEST SERVICE

INCORPORATED

Agency

### Personnel Specialists

Announces the establishment of an Advertising and Publicity Department, under the management of

### Mr. William Cobb Mills

for specialization in the selection of employees for positions in all phases of advertising and publicity work.

Mr. Mills' extensive journalistic and advertising experience and his subsequent training as manager of "Executives' Department" of the largest employment exchange in the United States ably fit him to handle the specialized service of this department.

The service of our commercial and industrial "Executives' Department" is also offered to advertising and publicity organizations desiring to serve their clients.

NO CHARGE TO EMPLOYERS

41 EAST 43D STREET  
NEW YORK CITY

Telephone  
Vanderbilt 10200

## In My Spare Hours—

I can write, edit and arrange house organs, booklets and other advertising matter. A woman with ten years experience, advertising national institutions and who has been schooled in every detail of their publicity ought to be of real help to clients with certain definite wares to market. My services are always in demand, but I can find a part time opportunity for one or possibly two clients of high standing.

Address "E. B.", Box 60, Care of Printers' Ink

## WANTED REPUTABLE Advertising Representatives

for the

Disabled  
Veterans



American  
Weekly

Official National Publication of the  
Disabled American Veterans of the World War  
**LIBERAL COMMISSION**

Write

RAYMOND A. LASANCE, National Adjutant  
Bodman Building, Cincinnati, Ohio

## Sales Manager

with successful record, now available. 12 years' experience organizing and directing national sales campaigns. 1922 record shows over 150% increase for corporation doing nearly \$4,000,000 business.

Has unlimited energy and enthusiasm mixed with sound judgment, clear vision and ability to select and train go-getters.

Now connected, but wants to hear from high-grade concerns needing an able sales executive. Address

"P. L.," Box 70, care Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

On the card itself was an imitation typewritten paragraph, which said:

I have just enjoyed the performance of Maude Fulton and her excellent company in "The Humming Bird" at the Ritz Theatre in 48th St., west of Broadway. I urge you to see this play by all means, for I know you will enjoy it as I have.

An equal space was left for a more personal message.

The Schoolmaster has seen this postcard idea worked before, but the usual card has a cheaply printed picture of some scene from the play—with a cheaply conceived message—and no space for personal comments.

It seems to the Schoolmaster that the expedient of using an ordinary postal card, stamped and ready for mailing, carries with it the suggestion of a great deal more sincerity on the part of the theatre and gives to the playgoer a greater feeling of sincerity and a greater willingness to pass it on to some friend.

\* \* \*

The other night the Schoolmaster, being a bachelor *pro tem*, was invited out to dinner. When the dessert appeared the youngest of those seated at table exploded with, "Hot dawg! Coffee jelly! We haven't had it in about a million years."

"Don't crow until you taste it, Sonny," remarked the hostess. "It

## LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

**American Lumberman**

Est. 1873

CHICAGO

COLOR,  
PERMANENCE AND  
ECONOMY

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins  
in 137 cities and  
towns of Northern N.E.

THE KIMBALL SYSTEM  
LOWELL - MASS.

## The "CLASSIFIED" Clearing House

NEW YORK ARKENBERG SPECIAL AGENCY CHICAGO  
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

Mar. 8, 1923

PRINTERS' INK

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may not be as good as it looks. I haven't bought any gelatine for a long time, and didn't remember exactly how much coffee to use in making it."

The Schoolmaster pricked up his ears as Sonny volunteered, "We used to have it a lot, and it's good. I'll say it is."

This looked like a chance for a little private market investigation, and the following information was forthcoming. "There used to be a slip in every package," said the purchasing agent of the family commissary department, "giving recipes. Then they began putting in slips offering to send a book of recipes if you would write for it. When I am busy getting dinner I should stop to write a letter, and wait a week for them to send me the directions! I used to buy a lot of gelatine when the recipes came with it, but since then I haven't used anywhere near as much as I did."

The Schoolmaster merely reports the incident exactly as it occurred. It may be significant, or it may not. But it struck him as a fairly good illustration of the fact, sometimes overlooked, that the convenience of the customer is a rather important factor in any selling campaign.

**ADVERTISING.** This work is the great opportunity for aggressive young men and young women. A thorough training is the gateway to your success. The prospectus of such training is free. Write for it—now.

Instructor in  
**ADVERTISING and SELLING**  
BRYANT & STRATTON COLLEGE  
Buffalo, New York

## FOURTEEN POINTS

### POINT TWELVE

**A PROFESSIONAL SERVICE—**  
Rendered by schooled men, thoroughly versed in employment problems and their solution, trained to serve you efficiently and courteously.

**ROBNETT-HONES, Inc.**

*Personalized Vocational Service*  
20 W. Jackson Blvd., Chicago, Ill.

## SALESMEN

New York sales force of an old, well-known lithographic company is going to be increased. To a man who has sold \$150,000 worth of lithography in New York territory in the form of Labels, Folding Boxes and advertising work, very profitable opportunity is afforded. Salary plus substantial bonus.

Address

"R. M.," BOX 71, CARE OF  
PRINTERS' INK

## A SQUARE PEG

is looking for a "better 'ole"

\* \* \*

*Successful Salesman*, now hard at it, seeks bigger job where he can get "better and better." Can lighten the load for a busy head who needs a man to see things through. Alert, honest, educated, resourceful. Will tackle any proposition of merit, provided there are no mental reservations about the future. Address "B. W.," Box 75, care of Printers' Ink.

# CANADIAN ADVERTISING

CALL IN

**SMITH, DENNE & MOORE.**

LIMITED

TORONTO  
Lumsden Bldg.

MONTREAL  
275 Craig St.-W.

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

Use chalk-plates for all line engraving. Costs but 2 cents a square inch. Quickest method on the market. Send \$6 for trial outfit. Janes Engraving Plate Co., Quincy, Illinois.

### Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

**PUBLISHER'S REPRESENTATIVE**  
for exclusive territory on best mail-order newsstand publication printed. Wonderful opportunity for representatives already established. Write J. J. Harvey, 24 Jackson Ave., Long Island City, N. Y.

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from N. Y. Stryker Press, Washington, N. J. Phone 100.

**WE WILL WRITE COPY**, print letterhead and multigraph 5,000 sales-letters on 20-lb. Hammermill bond, for \$39.50 cash with order (other quantities priced proportionately). We also do printing, addressing and mailing. Bayless, Coffin & Elliott, Anderson, Indiana.

## A Man with \$25,000

can buy an important interest in an established business furnishing service to very large corporations. This man should be a master of English and an adept in mail promotion, and must have imagination and vision. The money would all be put into working capital and be under his immediate control. He would have ample office facilities and the full co-operation of the present efficient organization. A real job for a real man.

Box 456, Printers' Ink

## ARE YOU LOOKING FOR A PARTNER?

There is an unusual opportunity right now for a thoroughly experienced account executive to join a well-established advertising agency as a partner. Limited investment required as evidence of good faith. Give your qualifications in full. Address Box 455, Printers' Ink.

## OFFICES FOR RENT—FURNISHED OR NOT

Exceptional opportunity for small agency, publisher's representative or any other high-grade business to obtain most desirable quarters in one of New York's newest and finest office buildings centrally located on Fifth Avenue in the Grand Central district. Telephone connection, new furniture. For particulars address Box 481, Printers' Ink.

## A Professional Monthly

with age, standing, profits, and possibilities now available on account of owner's death. Gross business about \$45,000. Can be bought as going concern for \$30,000 cash.

Box 457, Printers' Ink.

## HELP WANTED

**Wanted**—Man or woman assistant to advertising manager to take complete charge of advertising layout for a weekly journal over 100,000 circulation. Box 450, Printers' Ink.

## ARTISTS

Young men for Advertising LAYOUTS and good letterers for reproduction. Permanency for right men.

2201 Woolworth Bldg.

**Circulation Promotion Man**—A man thoroughly familiar with promoting circulation of trade and technical magazines by mail, building up mailing lists, preparing campaigns, etc. A real opportunity for the right man. Reply by letter, giving experience and salary expected. Box 440, Printers' Ink.

## Sales Manager Wanted

One to have accomplished big things merchandising through grocery jobbing and retail trade. Products will be backed by an extensive advertising campaign. Must be capable of organizing and handling staff of specialty men. Apply by letter only to J. H. Laurence, Paul Watkins Co., 7 Wall Street, New York City.

**ART SOLICITOR**

A real live business-getter, by a high-class advertising and fashion illustrator. Liberal remuneration to such a party. Box 470, Printers' Ink.

**WANTED**

**MAN WITH ADVERTISING IDEAS FAMILIAR WITH LAYOUT WORK AND PRINT SHOP PRACTICE.**  
Box 444, Printers' Ink

**New England Representative** to represent high-class infants' publication in New England. Largest national advertisers now using. Commission basis. Give full particulars in strict confidence. Box 471, Printers' Ink.

**SALESMEN**

A few good territories open for men qualified to sell an Advertising Service to bankers and merchants. Write with particulars, to P. P. S.—1330-1336 Van Buren St., Chicago, Ill.

**Wanted**—An energetic advertising man who knows how to develop accounts in a result-producing manner. To the young man who desires to make a permanent connection and develop a field of exceptional possibilities, here is a real opening. Write fully. The Minot Daily News, Minot, North Dakota.

**ARTIST WANTED**

Capable of turning out high class of newspaper embellishing, retouching of photographs and sketches from ideas submitted. Commercial engraving plant in connection. Submit samples and salary expected; state age and present employment. The Florida Times-Union, Jacksonville, Fla.

**An Opportunity for the Right Man**

We have an opening for advertising salesman to work out of our Chicago Office on a group of national rural and farm publications.

For the energetic and aggressive young man possessing sales experience and knowledge of farm life and farming, this position offers liberal opportunities.

Write, stating experience, age, and salary expected in first letter.

G. N. F. W., Box 449, Printers' Ink.

**Advertising Solicitor or Executive**

is offered an opportunity to secure personal interest in well-established advertising agency in Chicago.

Splendid opportunity for man with character, initiative, and selling experience to become associated with concern enjoying a splendid reputation.

Organization equipped to handle all forms of advertising. Has never missed a cash discount. Paid large dividends every year save one.

Answer treated strictly confidential. Concrete facts furnished to those who have selling experience and desire to invest small amount. Address Box 454, Printers' Ink.

**Copy Writer Wanted**—State experience, age, size of family, and give references. Samples submitted will be returned. Keeshen Advertising Company, Oklahoma City, Oklahoma.

**A Finishing Company** offers unusual opportunity to a young man who has experience in either lithographic or typographic estimating, layouts, etc. Write full details at once. Hoboken concern. Box 472, Printers' Ink.

**Salesman**—Can you sell Art Work—Engravings—Photography—Printing, or any one of these?

We have an opening in our sales force. It may be the big chance you are awaiting. Box 478, Printers' Ink.

**Working foremanship** open in an old-established 5-press, 1-linotype, 12-employee shop in small city in eastern New York, for a man of experience, energy, conscience, and an ambition to acquire proprietorship in a few years. Detail your qualifications and references. Address "Open Shop," Box 448, Printers' Ink.

**Successful advertising agency** with three national and large lists of good retail, wholesale and public utility accounts, well-established business, located in the heart of a virgin field, night's ride from N. Y., has exceptional opportunity to offer all-round advertising man who can write, make layouts, originate ideas; one who is in a position to make an investment of \$8,500 for third interest in an agency with a business of \$26,000 in 1922. Address W. C., Box 447, P. I.

**Century Advertising Service, Inc.**, specializing in the production of advertising systems and material for department and ready-to-wear stores has an unusual opening for a woman who knows and understands merchandising from the retailer's standpoint; who has good style sense and can write real and convincing institutional copy; who has sound advertising ideas and knows how to carry them out. A woman with these qualifications has awaiting her an opportunity to develop and express herself under most favorable conditions. Write for interview, giving qualifications.

Century Advertising Service, Inc.  
244 Fifth Ave., N. Y. City, N. Y.

**Space Salesman for Eastern Territory**

Chicago publishers of successful class periodical, monthly, are in the market for a high-grade advertising solicitor for New York and Eastern territory. Prefer man who is living in territory and has cultivated it for years. Past performance must prove that he is a big producer. Publication is the leader in its class; in fact, there is no competition. A good man who knows his business can attain an income far beyond his expectations. Make your letter tell us why you should have the job. Address Box 458, Printers' Ink.

**Technical Copy Writer**—Manufacturer located in eastern Pennsylvania has opening for a copy writer having some experience in preparing copy and layouts for technical trade-paper advertisements. Technical education or experience necessary. Moderate salary to start, with desirable opportunity and wide variety of work in growing department. Box 479, Printers' Ink.

**Wanted**—On German newspaper, a man who can take complete charge of editorial end and also manage the business and advertising. Paper is well established and to the right man this is an exceptional opportunity, because aside from salary party can acquire part or full interest. State fully your qualifications, salary expected and how soon you could go to work. Address Colorado Herold, 1328 Lawrence St., Denver, Col.

## WANTED \$10,000 A Year Man For Chicago

Radio World wants Chicago advertising man accustomed to earning at least \$10,000 a year. A wonderful opening for the right man. No competition, 100% co-operation. Write fully to Radio World, 1493 Broadway, New York.

One of the leading women's magazines is interested in a salesman of advertising space; a young man with initiative and ambition, preferably married and a hard hitter, will find this a real opportunity for advancement; salary will be nominal until he has proved ability; the work is hard and will necessitate some traveling; the man wanted is probably working now but sees no future where he is; no drifter need apply. Write fully, stating experience and qualifications, with references and telephone number. Box 475, Printers' Ink.

### POSITIONS WANTED

**Copy and Advertising Executive** now holding responsible New York position open for important copy work or as advertising manager. Full or part time. Box 453, Printers' Ink.

## N. Y. COPY WRITER

11 years' big agency experience handling many successful campaigns. Open part or full time. Box 460, Printers' Ink.

### Unusual Selling Correspondent

Thoroughly experienced advertising creation, routine. Newspaper, poster and direct-mail advertising. 27, assistant sales and advertising manager. Sensible, sincere, loyal. Box 476, Printers' Ink.

**A** N agency or advertiser can secure the part-time services of an experienced, versatile copy writer. Has agency and department store experience; knows layout, typography, art and mechanical processes. Box 461, Printers' Ink.

**Sales-Advertising**—University graduate, 28, experienced in selling, advertising, publicity and research, seeks position. Intimate knowledge of retail and department store field. Box 467, P. I.

### CAPABLE SECRETARY

College—several years in publishing and advertising offices—wishes opportunity in New York agency. Address Box 469, Printers' Ink.

### PUBLISHERS

A woman with eight years' executive and writing experience wants to work with a publishing house or magazine in New York. Box 466, Printers' Ink.

**Advertising Assistant**—As stenographer, or otherwise, I can make myself valuable to some successful advertising manager; Christian young man, 24, university evening student, well-rounded experience; now employed. Box 468, Printers' Ink.

I can sell ads; I can write; I can edit. University graduate; have been newspaper reporter. Now soliciting for small trade paper. Want the opportunity to work out ideas with the publisher of a small magazine, adv. mgr. or agency. Box 445, P. I.

**Business Paper, Advertising Man**—8 years' successful experience with firm where now employed. Salesman, copy writer, adv. mgr. College graduate, 30 yrs. old. Seeks new connection where services and cash investment will secure interest with right concern. Box 474, P. I.

**Editorial Assistant**—Experienced; original writing; make-up; proofreading. Handled editorial work and publishing contracts, for three years, large social organization, whose publications included magazine, textbooks, weekly news sheet. Now employed. Box 484, Printers' Ink.

### FROM IDEAS TO SALES

New Chief Account Executive with Ohio agency. Handle complete campaigns, including sales forces, if needed. Exceptional success in direct mail. Writer of humanized selling copy. 16 years' experience. In middle thirties. Married. Location not as material as real opportunity. Manufacturer or agency write Box 462, Printers' Ink.

**T**HIRTEEN years' steady service of publicity activity; prolific writer with practical printing experience, versed in commercial art and engravings; editorial plus industrial training; direct-mail campaigns, contests, proficient correspondent; educated, energetic, intelligent, industrious, for agency, corporation or manufacturer. Box 463, P. I.

## Manager or Assistant

with wide advertising experience, including selling, copy writing and layout work in automotive and electrical fields.

I am seeking a more desirable connection than my present and would go with a reputable agency or industrial organization.

Box 465, Printers' Ink

Young woman—three years in charge trade-paper make-up desk, thoroughly familiar with publishing and agency routine, expert stenographer—desires position. Box 477, Printers' Ink.

**Advertising Salesman** with long, successful experience in general magazine, class and trade publication work, now engaged, desires to change, seeks opening. Capable, reliable advertising manager or representative for out-of-town house in New York and Eastern territory. Highest credentials. Box 452, P. I.

**ADVERTISING MANAGER AVAILABLE FOR MARINE PAPER**  
Now engaged in that capacity. Available for your publication on April 1st. Can produce copy for his clients. Salary and commission to be agreed upon. Story of experience may be best told by references given. Box 446, Printers' Ink.

**CIRCULATION**—*The Tourist News* of St. Petersburg, Fla., is desirous of placing its circulation manager in a position requiring aggressiveness, adaptability and resourcefulness. He has recast and more than doubled our circulation. We regret he is leaving and would show our appreciation by placing him. Address *The Tourist News*, St. Petersburg, Fla.

### WRITER OF Established Reputation

with experience in editing, interviewing, book reviewing, fashions, special articles, now writing for various publications, eager for regular connection. Box 464, Printers' Ink.

### PRINTING and ADVERTISING MANAGER

Practical master printer and advertising manager who will positively produce satisfactory results. A thorough, forceful, high-powered executive whose experience and accomplishments over a period of twenty years prove him capable of assuming full responsibility and building a more efficient organization. Available for position requiring a man capable of earning over \$7,000 per year. Box 441, P. I.

**SECRETARY**—Young lady of proven exceptional business ability with 6 yrs.' experience as assistant to printing and advertising executive. Thoroughly familiar with printing costs and general office routine. Expert stenographer capable of personally handling correspondence in an intelligent manner. Available for position where initiative, good judgment and ability to assume responsibility are essential. New York or vicinity. Salary \$40. Box 442, Printers' Ink.

### Advertising Manager Available

Twelve years with three of largest manufacturers in their lines. Two years with leading agency. Familiar with all details of advertising and sales promotion work from buying supplies to laying out and writing campaigns. Box 482, Printers' Ink.

### WE CONNECT THE WIRES

**CAN A WOMAN** do it? If it is writing or layouts, in apparel, fashions, or house furnishing lines, we'll say yes. Our No. 1199 is well qualified—college graduate, with four years in department store and magazine advertising. "Agreeable personality; work very satisfactory, indeed." Agency in or near New York preferred. Let us tell you more about this very competent young woman.

### FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LDG., SPRINGFIELD, MASS.

**A SUCCESSFUL ADVERTISING SALESMAN** would like to REPRESENT in MICHIGAN and OHIO a SUBSTANTIAL PUBLICATION. Address Box 473, Printers' Ink.

### ART EXECUTIVE

At present an executive partner in an Art Service, have bought, sold and directed the production of art work and photography; know engraving and printing; have ideas and education, also successful sales record and extensive business training. Am 37 years old and of good personality.

Box 451, Printers' Ink

### IS IT YOUR BUSINESS

in New York or Philadelphia that requires careful attention, but will not justify your constant personal supervision?

A young executive of sound judgment, good personality and substantial business acquaintance in both cities offers representative services to a printer, engraver, commercial artist or advertiser. Remuneration based on value of services rendered. Box 483, Printers' Ink.

### EXPERT IN MARKETING RESEARCH

wants position, part or whole time, with merchandising department of manufacturer, publisher, or advertising agency. Over ten years' practical experience agency and sales promotion work. Planned and conducted market investigations and made psychological studies for leading national advertisers. Many results published. University Lecturer in marketing and applied psychology. 37 years old; married. Services available April 1. Address Box 480, Printers' Ink.

### Nitro-Cellulose Man

Chemical Engineer, manufacturer, market analyst and merchandiser. Thoroughly familiar with every phase from the raw cotton, through manufacture to successful production of nitrates, films, lacquers, leather cloth and other products. An honor graduate in chemistry and mechanics. 12 years' intensive manufacturing work with leading makers. Splendid executive. Exceptional references. Now employed but immediately available. Box 459, Printers' Ink.



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# The Man on the Street



Any advertising program which does not contemplate the man on the street cannot function at full efficiency.

The man on the street has his head up and his chest out. His mind is alert and receptive.

The vigor giving qualities of fresh air stimulate his sensibilities and his actions. At such a time he is quicker to respond to favorable suggestion.

At his left and right are the outlets where your goods are sold. Perhaps he is on the way to one of them to make some sort of purchase.

That is why Outdoor Advertising is a key-link in the chain of successful publicity.

You cannot afford to overlook the man—or the woman—on the street.

A word with them at the buying time is worth a hundred at their firesides.



*Branches in 46 Cities Operating in or  
Representing 8,500 Cities and Towns*

**CHICAGO**  
Harrison, Loomis &  
Congress Sts.

**NEW YORK**  
Broadway, Fifth Ave.  
at 25th Street

*Every Sunday  
in  
January  
and in  
February*

*The* CHICAGO TRIBUNE'S

NET PAID

*Circulation Exceeded*

900,000